NBC TRADE NEWS

March 1, 1954

IT'S 6 OUT OF 10, AND 8 OUT OF 15 FOR NBC-TV SHOWS IN FEBRUARY AUDIENCE MEASUREMENT FIGURES OF ARB

Continuing its leadership in the national ratings surveys, NBC-TV this week came up with six of the 10 top-rated programs in the February audience measurement figures of the American Research Bureau.

In addition, NBC-TV has eight of the first 15, and 15 of the top 25 shows according to ARB -- further illustration of the strength and depth of the network's programming.

Here are the country's top 10 shows, as rated by ARB:

PROGRAM	RATING
1 -- I Love Lucy	63.0
2 -- DRAGNET (NBC)	59.6
3 -- YOU BET YOUR LIFE (NBC)	52.5
4 -- Jackie Gleason	49.2
5 -- FORD THEATRE (NBC)	48.1
6 -- Talent Scouts	44.7
7 -- BUICK-BERLE SHOW (NBC)	44.4
8 -- LIFE OF RILEY (NBC)	43.5
9 -- THIS IS YOUR LIFE (NBC)	41.9
10 -- Jack Benny	41.2

The ARB ratings follow last week's national Nielsen ratings in which NBC-TV walked off with seven of the top 10 shows.

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March 1, 1954

EVERYTHING IS CAPITAL AT 'HOME' GROWERY AS V.P. NIXON GETS SET TO CONTRIBUTE SOIL FROM OFFICIAL D.C. GROUNDS

Vice President Richard M. Nixon will contribute soil from the Capitol grounds in Washington, D.C., to the "growery" of HOME, NBC Television's new daily service program for women.

The soil is being obtained through David Lynn, the Capitol architect, who is the official in charge of the Capitol grounds. Mr. Nixon will turn over the package of soil to Carleton Smith, Vice President and General Manager of NBC stations WNBW and WRC in Washington. The ceremony is expected to take place in Vice President Nixon's office this week.

The soil from the District of Columbia will join that being sent in by the governors of the 48 states to be included in the "Home" "growery," a plot of earth in the studio in which gardening specialist Will Peigelbeck demonstrates how to grow vegetables and flowers.

Vice President Nixon's action in having the national Capitol represented in the "growery" will save NBC from an embarrassing situation.

When producer Jack Rayel sent out letters to the 48 governors inviting their contributions of soil for the "growery," the NBC Press Department duly reported the news.

(more)

As first Pennsylvania, then South Carolina, then the entire roll call of states began to send in their packages of soil, NBC regularly issued news stories about them.

The NBC press release mailing list is an impartial thing, and the bombardment of stories about the "growery" and the 48 states naturally went to the television and radio editors of the Washington newspapers: Barbara Blaustein of the News, Larry Laurent of the Post, Harry MacArthur of the Star and Bernie Harrison of the Times-Herald.

They began needling Jay Royen, WNBW and WRC publicity director, about the District of Columbia having been omitted from the invitation. They expressed the typical District of Columbia feeling of being secondary citizens due to lack of the vote and other privileges that residents of the 48 states have.

The editors maintained that the District of Columbia soil will enrich the "growery" as much as that of any of the states, and certainly if NBC wants the "growery" to be truly national -- as it has asserted -- the Capital City must be included.

That argument worked. Royen presented the problem to Smith, who took it up with the Vice President's office. Mr. Nixon agreed to present the token earth from the Capitol grounds.

The Capitol architect proved equally cooperative by momentarily lifting the ban against walking on the Capitol grounds. He sent out a representative to dig up the earth, which soon will be in the "growery" along with that of the states.

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NBC-New York, 3/1/54

As these Newspapermen, then Senate Committee, from the senate and mail of states began to send in their resumes of 2011, NBC regularly issued news bulletin about them.

The NBC press release mailing list is an impartial thing, and the announcement of studies sent for "primary" and for an image supposedly went to the television and radio stations of the Washington newspapers: Eastern Elevation of the News, Larry Lundell of the Post, Larry Bartlett of the Star, the Daniel Bartlett of the Press-Herald.

They began receiving day figures, NBC and NBC politically connector, about the diversity of students having been received from the Investigation. They requested the typical Statistic of Columbia having of being secondary citizens and in lack of the vote and other people-lines been residents of the NC Atlantic Navy.

The letters maintained that the location of Columbia and will match the "primary" in such as that if any of the states, and certainly if NBC would the "primary" to be truly national -- as it has asserted -- the Capital City must be included.

That argument worked. Robin Bartlett the problem to Dallas, who took it to with the vice Presidential office. Mr. Mr. agreed to produce the town water from the Capitol grounds.

The Capitol Architect proved slightly cooperative in commercially letting the tap also at nothing on the Capitol grounds. He went out a representative to dig up the water, which soon will be in the "primary" along with that of the states.

Washington Post, 3-1-70

NBC COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK
(March 7-13)

Monday, March 8 and Tuesday, March 9 -- 10-10:30 a.m., EST -- DING DONG SCHOOL -- The nursery school of the air, prepared especially for pre-school youngsters of three to five years of age, with Dr. Frances Horwich as "teacher."

Saturday, March 13 -- 4-5:30 p.m., EST -- NBC OPERA THEATRE will present "The Taming of the Shrew" by Vittorio Giannini - The opera is based on the Shakespeare comedy, with John Raitt, Susan Yager, Sonia Stollin, Donald Gramm, John Alexander, Leon Lishner, and Paul Ukena.

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NBC-New York, 3/1/54

NBC COLOR TELEVISION NEWS

'BRIDE AND GROOM' TO BE TELECAST IN COMPATIBLE COLOR MARCH 5 WHEN A MASSACHUSETTS COUPLE WILL MARCH DOWN THE AISLE

A Greek Orthodox wedding ceremony will be the highlight of the first NBC-TV color telecast of BRIDE AND GROOM on Friday, March 5 when Angela Nicholas Fournarakis, of 50 West Walnut Park, Roxbury, Mass., becomes the bride of James George Coulouriotes, of 42 Electric Avenue, Somerville, Mass. The compatible color telecast will be available on the nation's existing receivers in high-quality black and white.

"Bride and Groom" is seen at 12 noon, EST, Monday, Wednesday and Friday, network and WNBT; Tuesday and Thursday, network except WNBT.

The March 5 ceremony will be performed by the Rev. George Bocopulos, of Greek Cathedral Church of New England in Boston, Mass.

The bridal couple met on a Friday the 13th in 1953 at a Greek-American dance and became engaged shortly thereafter. The bride is a secretary-bookkeeper at the Horn Book Company in Boston and the bridegroom is a student at Northeastern University where he is a major in mechanical engineering.

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NBC-New York, 3/1/54

NBC TRADE NEWS

BOSTON AD CLUB HAS 'NBC DAY' LUNCHEON MEETING WITH TALK ON COLOR BY BARRY WOOD, A PREVIEW OF 'HOME' AND A 'SURPRISE' GUEST

The National Broadcasting Company will be honored by the Boston Advertising Club on Tuesday, March 2 at a special "NBC Day" luncheon meeting.

Guest of honor at the session, one in a special series with which the club is observing its 50th anniversary, will be Barry Wood, NBC's executive producer in charge of color coordination. Also featured will be a kinescope preview of NBC's new "Home" program, "the electronic magazine of the air," and greetings transmitted from New York by NBC headliners Dave Garroway and Arlene Francis. A "surprise" NBC guest is scheduled to attend the luncheon.

Each luncheon in the club's 50th anniversary series features a salute to a major industry. NBC was selected to represent the broadcasting industry.

Wood will speak on NBC's activities in color television, including both the programming work under way and the network's research into staging, costuming, make-up and lighting as affected by addition of the color ingredient.

Edward C. Donnelly, club president, will introduce the chairman of the day, Bill Martin, New England representative of NBC, who will conduct the program.

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NBC-New York, 3/1/54

MRC TAKES TOWN

SECTION AS SIDE 'MRC DAY' LUNCHEON MEETING WITH TALK ON CHINA BY MARC MOOD, A PREVIEW OF 'MOOD' AND A 'CONTRAST' SHOW

The National Representative Computer will be honored by the Beacon Advertising Club on Thursday, March 2 at a special "MRC Day" luncheon meeting.

Chief of honor at the luncheon, one in a series of special events which the club is arranging for 1953 membership, will be Harry Mood, MRC's executive president in charge of police coordination. Also honored will be a pioneer member of MRC's new "Mood" program, "The atmospheric magazine of the air," and producing "Contrast" from New York by NBC musicians Dave Garroway and Arlene Francis. A "surprise" MRC guest is scheduled to address the luncheon.

Such luncheons in the club's 20th anniversary series contribute a service to a major industry. MRC was selected to represent the representative industry.

Mood will speak on MRC's activities in color television, emphasizing both the pioneering work MRC and the network's engineers have done, including, cameras, matrixes and lighting in effecting the addition of the color information.

Edward C. Donnally, club president, will introduce the chairman of the day, Will Farrow, new business representative of MRC, who will conduct the program.

(NEW-New York, 3/1/53)

THERE ARE 'OFF CAMERA' AS WELL AS 'ON CAMERA' EDITORS ON NBC'S 'HOME' SERIES, ALL WITH TOPFLIGHT EXPERIENCE

In an effort to provide television viewers wi the best possible information on women's services, the producers of NBC-TV's new HOME show (Monday-Friday, 11 a.m.-12 noon, EST) have assembled a double-barreled production staff consisting of both on-camera and off-camera editors, each well qualified and well versed in the knowledge of their specific departments.

Under the supervision of executive producer Richard Pinkham and producer Jack Rayel, the TV "magazine" has two senior editors -- Kay Elliot and August Spectorsky -- each of whom is responsible for four of the program's different categories.

Miss Elliot, who has produced many radio and television shows including various series for the husband-and-wife team, Tex McCrary and Jinx Falkenburg, oversees the fashion and beauty, food, home decoration and gardening segments of "Home."

Spectorsky, for many years a magazine editor with such publications as Park East, Charm, and Living for Young Homemakers and also a successful free-lance writer, is in charge of leisure time activities, special projects, family affairs and health and the shopping sections on the show.

Eve Hunter will be the on-camera fashion and beauty editor while Hazel Arnett will be her off-camera counterpart. Miss Arnett has been managing editor of a Paris fashion magazine, has handled public relations for the Arnold Constable department stores and has written many radio and TV programs, including "Vanity Fair," "Adventure" and the Mike and Buff Wallace Show.

(more)

Alter ego for Poppy Cannon, on-camera food editor of "Home," is Nancyann Graham. She has had several shows of her own in the food field; she has been "Ella Mason" on the "Ask Ella Mason Show," Daisy Meadows on Boston's "Date With Daisy," and Nancy Ward on "News and Views."

Behind the scenes in the home decorations department is Claire Barrows, who has been assistant home furnishings editor for "Bride's House" and home furnishings coordinator for one of the nation's largest carpet companies. She'll back up the on-camera work of Sydney Smith.

Duncan MacDonald, who assists Arlene Francis as off-camera editor of the leisure time activities department, was supervisor of women's programs for the DuMont TV network before joining the staff of "Home." In 1953 she was appointed TV representative of the United Nations for women broadcasters.

Terry Fox will head up product news for "Home," which will be presented on the air by editor-in-chief Arlene Francis. Miss Fox has had considerable experience in the fashion and accessory business at the buying end, and has worked in both radio and television.

Phyllis Adams, a former actress, for the past four years has been producer of such shows as "Footlights and Klieglights," and two panel shows called "Bringing up Mother" and "It's a Problem," the latter having been singled out for wide critical acclaim. Miss Adams will assist Dr. Rose Franzblau as off-camera family affairs editor and Dr. Leona Baumgartner as physical health editor.

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NBC-New York, 3/1/54

Alice Ann Joe Pepe Adams, co-owner food editor of "Home," is Bourgeoun Dessam. She has had several shows of her work in the food field; she has been "Girls Room" on the "Hal [illegible] Show," daily newscaster on Boston's "Dave Ditz Daily," and Nancy Hand on "News and Views."

Behind the scenes in the home merchandising department is Claire Barrows, who has been responsible for [illegible] "Purple's Room" was home furnishings coordinator for one of the nation's largest chain stores. She'll look up the on-camera work of Lydney Smith.

Susan McDonald, who assists Adams Francis as off-camera editor of the Tolmos also multiline department, and producer of Jerry's program for the Tuesday TV telecast before joins. He staff of "Home." Jo Lord also was appointed TV representative of the Boston stations for women programming.

Terry Fox will head up product news for "Home," which will be presented on the air by [illegible] Lynne Francis. Miss Fox has had considerable experience in the fashion and accessory business at the Drking and has worked in both radio and television.

Phyllis Adams, a former actress for the past four years has been producer of such shows as "Frontiers and Highlights," and the panel shows called "Straight up Mother" and "Life's a Problem." The latter having been shunted off for pure [illegible] reasons. Mrs Adams will assist Mr. Dean Francis as off-camera family affairs editor and Mr. Lloyd Lawrenstone as physical family editor.

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WGO-New York, 3/1/68

NBC RADIO

25 YEARS OF DAYTIME SERIALS RECALLED BY NBC SALUTE,
'THESE ARE YOUR FRIENDS,' ON RADIO NETWORK MARCH 5

A special feature saluting daytime serials ~~will be~~ was heard on the NBC Radio Network Friday, March 5 (9:35-10 p.m., EST). The program ~~will~~ marked what is believed to be the 25th year that the daytime serial is on the air.

While the exact date is not known, it is believed by those closely related with this popular type of program that the format was born in Chicago sometime in 1928 or 1929. The popularity of the serial has grown to the point where most networks and their affiliated stations carry several hours of serials Mondays through Fridays of each week.

Ben Grauer, who over the past 25 years has announced almost all of the better known serials, ~~will~~ was host ~~and emcee~~ of the special program entitled THESE ARE YOUR FRIENDS. Elaine Carrington, who has been writing "Pepper Young's Family" for more than 20 years, and Minerva Ellis, serial producer for the Compton agency, will be among the authorities who will reminisce with Grauer on developments over the years in such outstanding shows as "Life Can Be Beautiful," "Young Widder Brown," "Woman in My House," "Just Plain Bill," "Front Page Farrell," "Lorenzo Jones," "Road of Life," "Pepper Young's Family" and "Right to Happiness." Excerpts from both the past and the current episodes of some of these programs will be heard.

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NBC RADIO

75 YEARS OF PROVIDING SERVICE REGULARLY BY NBC RADIO:

'THERE ARE TOUGH ENTRIES,' ON RADIO NETWORK RADIO'S

A special Thursday morning daytime serials will be heard on the NBC Radio Network Friday, March 5 (9:30-10 p.m., EST). The program will mark what is believed to be the 25th year that the daytime serial is on the air.

While the exact date is not known, it is believed by those Dewey related who this popular type of program that the formal war on in Chicago sometime in 1934 or 1935. The popularity of the "soap" was given by the young women most network and their advertising sponsors early several hours of activity (mostly through Friday of 1935).

Jan Pruner, who over the past 25 years has announced almost all of the better known serials, will host and narrate the special program entitled TIMES ARE VERY MERRY. Blaine Cardinaline, who has been writing "Ladyer Young's Family" for more than 20 years, and Mildred Allen, serial producer for the Houston agency will be among the celebrities who will reminisce with Pruner on developments over the years in such outstanding shows as "Life Can Be Beautiful" "Young Widder Brown," "Women in My Home," "Just Plain Bill," "Ma Perkins Page Harrell," "Lorenzo Jones," "Road of Life," "Ladyer Young's Family" and "Right to Happiness" Excerpts from both the past and the current episodes of these programs will be heard.

PAT O'BRIEN WILL PRESENT NATIONAL SAFETY COUNCIL'S PUBLIC INTEREST AWARD TO 'FIBBER McGEE AND MOLLY'

Film star Pat O'Brien will visit the FIBBER McGEE AND MOLLY show Friday, March 12 (NBC Radio, 10 p.m., EST) to present the National Safety Council's public interest award "for exceptional service to safety" to the NBC comedy team.

O'Brien, who is chairman of the Motion Picture, Radio and Television Committee of the National Safety Council, will represent Council President Ned Dearborn in giving the plaque to Fibber and Molly (Jim and Marian Jordan) for aid in 1953. They recorded safety advice announcements for broadcast on 1,400 radio stations throughout the country.

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EDWARD STANLEY FORESEES TV AS GREATEST AID TO EDUCATION

Television will become the greatest aid of the teaching profession, Edward Stanley, NBC's manager of public service programs, predicted in a speech last week before the Newport News (Va.) Education Association.

Looking to the day when television will make teaching more interesting to those who are taught as well as for those who teach, Stanley added: "I should not be at all surprised if you will have classes in how to read pictures -- how to absorb quickly and retain the information given on a television screen -- as you now do with the printed line, the printed page."

Stanley listed the journalism profession as one of several that is vitally concerned with the potential of television, and observed that newspaper circulations are likely to increase with the increased circulation of television. "Having seen an event, people also like to read about it, to learn what it means, why it occurred."

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NBC-New York, 3/1/54

NAT O'BRIEN WILL PRESENT NATIONAL SAFETY COUNCIL'S
PUBLIC INTEREST AWARD TO 'TEENS DOING AND HELP'

Film star Pat O'Brien will visit the Bridgeport Broadcast and Media Office Friday, March 12 (NBC Press, 10 p.m., EST) to present the National Safety Council's public interest award "for exceptional service to safety" to the NBC comedy team.

O'Brien, who is chairman of the Motion Picture, Radio and Television Committee of the National Safety Council, will represent Council President Max Bentzen in giving the plaque to Tinker and Kelly (Jim and Marian Jenkins) for 1962. They received safety radio announcements for broadcast on NBC radio stations throughout the country.

TELEVISION STRONGLY PROMISES TO BE GREATEST AID TO EDUCATION

Television will become the greatest aid of the teaching profession, Howard Tatnall, NBC's manager of public service programs, maintained in a speech last week before the Newport News (Va.) Association of Broadcasters.

Looking to the day when television will make teaching more interesting to those who are taught as well as for those who teach, Tatnall added: "I should not be at all surprised if you will have classes in how to read pictures -- how to observe quickly and retain the information given on a television screen -- as we now do with the printed word, the printed page."

Tatnall listed the journalism problems at one of several per is vitally concerned with the potential of television, and noted that newspaper circulations are LIKELY to increase with the increased circulation of television. "During week on week, people also

NBC TRADE NEWS

March 2, 1954

GENERAL FOODS SIGNS FOR THREE PARTICIPATIONS PER WEEK ON 'PINKY LEE SHOW'

NBC-TV's PINKY LEE SHOW, which soared to second place among daytime programs within four weeks after it went on the air, has acquired its first sponsor with the signing of General Foods Corporation for three participations per week starting Tuesday, March 2.

General Foods purchased time on Tuesdays, Wednesdays and Fridays for its Instant Jell-O Puddings, George H. Frey, NBC Vice President in charge of Television Network Sales, announced. "The Pinky Lee Show" is seen Mondays through Fridays from 5-5:30 p.m., EST.

Introduced on the network on Jan. 4, the program's Trendex rating skyrocketed to 13.0 in four weeks, making it the second highest rated daytime TV show on the air. No. 1 in the rankings is NBC-TV's "Howdy Doody." Impish comic Pinky Lee is the star of the program, which originates in Hollywood. Young & Rubicam Inc. is the agency for Instant Jell-O.

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March 2, 1954

OVERWEIGHT, ONE OF NATION'S MAJOR HEALTH PROBLEMS, TO BE SUBJECT OF 'MARCH OF MEDICINE' PROGRAM ON NBC MARCH 11

A televised report to the nation on overweight, one of the country's most serious health problems, will be presented on a coast-to-coast NBC telecast of the "March of Medicine" Thursday, March 11 (10-10:30 p.m., EST). It will feature some of the outstanding specialists in the fields of treatment of the overweight, diets and nutritional problems.

The "March of Medicine" series, sponsored and produced by Smith, Kline & French Laboratories, Philadelphia pharmaceutical firm, in cooperation with the American Medical Association, will be telecast over more than 70 stations of the National Broadcasting Company's television network.

The review of the problems of obesity will be the first in the new Spring series in cooperation with the A.M.A. The second program of the Spring series will be a comprehensive report on arthritis and rheumatism to be televised on April 29, and the third program will come from the annual meeting of the American Medical Association in San Francisco June 24.

(more)

In the report on overweight the TV aduience will see and hear of some of the risks of overeating as described by Dr. David P. Barr, physician-in-chief of the New York Hospital, and professor of medicine at Cornell University Medical School. Dr. John R. Brobeck, professor of the department of physiology of the University of Pennsylvania School of Medicine, will speak on some of the physiological and psychological reasons for eating and overeating and gaining weight. Experiments at Yale University confirming these reports will be described by Dr. Jose Delgado, assistant professor of physiology and psychiatry at Yale. Dr. Frederick J. Stare, director of the department of nutrition, Harvard Medical School, will report on diets and the reduction of weight in the obese.

This first "progress report" in the new "March of Medicine" series will take the TV audience into some of the top medical centers of the country for a first-hand report, maintaining the pattern set by previous shows. Survey polls conducted by NBC and other agencies have indicated that the "March of Medicine" shows have been rated as among the top public service programs. The "March of Medicine" programs, inaugurated at the A.M.A. 1952 meeting by Smith, Kline & French in cooperation with the A.M.A., are designed to give the American public the latest developments in medical research at the nation's great medical centers and universities.

The first "March of Medicine" programs came from Chicago in June, 1952, when viewers for the first time saw parts of an actual surgical operation performed on a patient. Two more programs, in

(more)

December, 1952, were telecast from the A.M.A.'s clinical sessions in Denver; one of these shows telecast actual scenes from a hospital delivery room where a baby was delivered by Caesarean section.

In June of 1953, from the annual meeting of the A.M.A. in New York the "March of Medicine" presented, among other subjects, a report on the surgical separation of the Brodie Siamese twins of Chicago, and viewers at that time were introduced to little Rodney Dee Brodie, the surviving twin, who was developing into a healthy, normal child.

The Fall series of 1953 began in October with a program emanating from Boston, which was a progress report on heart research, the nation's No. 1 health problem, featuring some of the outstanding authorities on heart ailments and treatments. The second program, in November, was a report to the nation on the battle being waged against cancer, with some of the country's top specialists, including two Nobel Prize winners, participating.

The December "March of Medicine," from the clinical sessions of the A.M.A. in St. Louis, Mo., was a comprehensive report on the "Ages of Man."

By special arrangement with the U.S. Tobacco Company, sponsor of the "Martin Kane" program, Smith, Kline & French have purchased the "Martin Kane" time spot for the "March of Medicine" series March 11, April 29 and June 24.

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NBC-New York, 3/2/54

NBC TO COVER MASTER'S AND NATIONAL OPEN GOLF TOURNEYS

- - -

TV to Use 'Traveling Eye' at Baltusrol; Radio Plans On-the-Spot Reports of Both Classics As Ben Hogan Defends His Titles

Bantam Ben Hogan defies history, tradition, assorted jinxes and the finest golfers in the world this Spring when he defends his laurels in two of the sport's classic competitions, the Master's Invitation Tournament and the National Open, both of which will be presented exclusively on NBC.

NBC Radio will present on-the-spot reports (times to be announced) of the Master's, which is scheduled for the famed Augusta (Ga.) National Golf Club April 8 through 11.

The National Open will be contested at the Baltusrol (N.J.) Golf Club June 17, 18 and 19 and will be covered by both NBC Radio and Television. NBC Radio will make periodic pickups throughout the three-day tourney. NBC-TV will cover the decisive phase of the final round from 4-6 p.m., EST, on Saturday, June 19.

A trio of top-notch golf commentators will cover both events for NBC, which has exclusive radio and television rights to any USGA-sanctioned tournament. It includes Harry Nash, golf expert of the Newark (N.J.) Evening News; Lindsey Nelson, NBC's assistant sports director, and sportscaster Joe Hasel.

(more)

The National Open has never been telecast before. NBC-TV's reporting of this classic, which consists of two 18-hole rounds and a gruelling 36-hole final, will be distinguished by the utilization of the network's Cadillac mobile unit to afford viewers unprecedented coverage of the action. The telecasting of golf tournaments heretofore has been somewhat limited by fixed camera positions. NBC-TV's Cadillac mobile unit, known as the "Traveling Eye," contains two camera turrets and nearly a ton of equipment, including an electric generator. Thus it has its own source of power and can roam without being hindered by cables and wires.

The converted limousine was first used at President Eisenhower's inaugural parade, and last Fall was employed at the Army-Navy football game. At the National Open it will be dispatched down the fairways to pick up "hot" golfers as they develop.

Ben Hogan, one of the most remarkable competitors the game has known, won the 1953 Master's with a record score of 274. His successive tallies of 70-69-66-69 represent what many consider to have been the finest 72-hole stretch of golf ever played anywhere by anyone. Hogan, who also won the Master's in 1951, this year will be fighting the tradition which dictates that no golfer wins two in a row on the demanding Augusta course.

In 1953, the diminuitive Texan also won his fourth National Open title, an unprecedented feat. His subsequent victory in the British Open climaxed a glorious triple and earned him a ticker tape parade when he returned to New York and an award as sport's "Man of the Year."

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NBC-New York, 3/2/54

NBC-TV AND RADIO SCORE WITH SWIFT EYEWITNESS STORIES OF CONGRESSIONAL SHOOTINGS

NBC News scored with the first radio broadcast from the House of Representatives yesterday (March 1) just 12 minutes after the first fusillade of bullets from fanatic Puerto Rican Nationalists struck five Congressmen.

Two NBC staff members, Ted Yates, news reporter, and John D. Connolly, news editor for Stations WRC and WNBW, Washington, were instrumental in apprehending the gunmen. Both later were interviewed on NBC Radio and TV for their eyewitness accounts of developments.

The first bulletin on the shooting was broadcast on NBC Radio at 2:45 p.m., EST. Connolly took the air with Representative James E. Van Zandt of Pennsylvania,with a first-hand report on what had taken place. Flash announcements were broadcast on radio and television shows virtually on a continuing basis through the day and evening.

At 3:50 p.m., NBC Washington newsman David Brinkley was on TV with Representative Walter Judd of Minnesota and Mike Michaelson, assistant superintendent of the House Radio and Television Gallery, each telling his story. At 4 p.m., Richard Harkness was on the Capitol steps interviewing representatives and reporters. NBC camera crews were in the House Chamber at 4:30 p.m., for a picture story of the gallery positions from which the representatives were hit.

(more)

CAMEL NEWS CARAVAN did a special round-up story on the shooting. NEWS OF THE WORLD carried an exclusive telephone interview by Chet Hagan with the Governor of Puerto Rico, Luis Munoz Martin, deploring the acts of violence.

TODAY carried live pick-ups from the steps of the Capitol this morning (March 2) when Richard Harkness interviewed Joseph W. Martin, Jr., Speaker of the House, and Representative James Percy Priest of Tennessee.

All other NBC news shows covered the shooting in detail.

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NBC-New York, 3/2/54

NBC TRADE NEWS

March 3, 1954

BOSTON ADVERTISING CLUB HONORS NBC AT SPECIAL LUNCHEON

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Barry Wood Tells of Network's Color TV Activities; 'Mr. Muggs' Makes Surprise Appearance

The National Broadcasting Company was honored by the Boston Advertising Club on Tuesday, March 2, at an "NBC Day" luncheon featuring an address by Barry Wood, NBC's executive producer in charge of color, and a surprise appearance by J. Fred Muggs of NBC-TV's "Today."

The program, which also included a kinescope preview of NBC's new "Home" show, and recorded greetings by NBC headliners Dave Garroway and Arlene Francis, attracted what was termed by Edward C. Donnelly, club president, the "biggest paid attendance" in the group's history, with more than 500 present. The luncheon was one in a special series by which the club is celebrating its fiftieth anniversary.

Wood spoke of the network's activities in color television production and of the NBC color corps' research into staging,

(more)

costuming, make-up and lighting as affected by conversion of programs to color. He was presented with an engraved silver bowl by Donnelly on behalf of the club.

"Mr. Muggs," who had been flown up from New York that morning, appeared in a cutaway suit with striped trousers. He banged the speakers, stand in lieu of a talk, and picked the first name in the door-prize drawing. He was presented with a Minute Man Hat, the club's traditional gift to distinguished visitors.

Chairman of the day was Bill Martin, NBC's sales chief for New England.

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NBC-New York, 3/3/54

IT'S A ONE-TWO-THREE RATING SWEEP AGAIN FOR NBC RADIO EVENING, MULTIPLE-WEEKLY PROGRAMS

One, two, three again.

That's the front-running position of evening, multi-weekly NBC Radio programs in the national Nielsen ratings of the top radio programs for the Jan. 17-23 period.

Most listened to evening, multi-weekly radio program is NBC's "News of the World" (Monday through Friday, 7:30 p.m., EST), which reaches 2,799,000 homes.

In second place is NBC's "One Man's Family" (Monday through Friday, 7:45 p.m., EST), with 2,379,000 homes reached.

And, completing the NBC sweep, is "Fibber McGee and Molly" (Monday through Friday, 10 p.m., EST), reaching 2,192,000 homes.

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ALBERT McCLEERY TO TALK ON 'THE TELEVISION THEATRE' AT UNIV. OF ARIZONA DRAMA FESTIVAL

Albert McCleery, producer-director of NBC-TV's HALLMARK HALL OF FAME, will speak on "The Television Theatre" at the annual Festival of Drama and Arts of the University of Arizona on Friday morning, March 5.

McCleery, former head of the drama department of Fordham University in New York, will fly to Tuscon from Hollywood Thursday night, after rehearsals of the "Hall of Fame" production for Sunday, March 7 -- a story of the development of the Red Cross, called "The Good Samaritan," in which Douglass Montgomery will be starred. After addressing key representatives of educational and community theatres from institutions located all over the country, who will attend the Arizona festival, McCleery will return to Hollywood Friday afternoon to continue rehearsals

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NBC New York, 3/3/54

NBC PRESS DEPARTMENT

TWO 16-FOOT 'OSCARS' WILL DOMINATE PANTAGES THEATRE SETTING FOR ANNUAL ACADEMY AWARD CEREMONIES ON NBC RADIO AND TV

Elaborate plans are under way for staging of the Academy Award ceremonies of the motion picture industry on Thursday, March 25 when NBC-TV and Radio will carry the proceedings from 10:30 p.m. to midnight, EST.

A revolving stage, 18 feet in diameter, will be used in the Pantages Theatre in Hollywood, where a large part of the program will originate, and there will be two huge "Oscars" on stage, one in metal and one in plastic, each towering 16 feet.

All nostalgic songs on the program will be presented as production numbers by top singing stars, with a chorus in costume whirling behind them on the revolving stage.

Both the Pantages and the Center Theatre in New York, where part of the show will originate, will use 15-by-20 foot screens for the benefit of the studio audiences which, between the two theatres, will total well over 4,000.

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NBC-New York, 3/3/54

MR JOHN McTIGUE
ROOM 320

X-H

NBC TRADE NEWS

OK

March 4, 1954

MATTHEW J. CULLIGAN NAMED SALES SUPERVISOR OF TODAY-HOME UNIT OF NBC-TV; ROY C. PORTEOUS WILL HEAD 'TODAY' SALES

The appointments of Matthew J. Culligan as sales supervisor of the Today-Home Unit and Roy C. Porteous as sales supervisor of TODAY were announced ~~today~~ by George H. Frey, NBC Vice President in charge of Television Network Sales. Culligan, concentrating primarily on "Home," NBC-TV's daytime service program for women, will report to Frey.

Porteous will devote most of his time to "Today," the network's early morning news and special events program, and will report to Culligan. //

Known throughout broadcasting and advertising circles as Joe, Culligan has been closely connected with "Today" ever since he came to NBC in August, 1952, and as the ranking member of the "Today" sales staff was instrumental in pushing that show to a point where it was an income-puller of more than $5,000,000 in 1953.

Before joining NBC sales, Culligan was vice president of John Sutherland Productions, TV film producers. He previously had been associate advertising director of Radio-TV News, Modern Bride, Flying Magazine and Photography, and for five years was with Good Housekeeping, ending up as manager of that magazine's home building department.

(more)

During World War II, Culligan served as a company commander with the First Infantry Division in Europe.

Born in New York City, he was graduated from Columbia and first went to work after graduation for the American Radiator Company as a lecturer-demonstrator at the New York World's Fair.

Culligan is 35, and lives with his wife and four children in Rye, N.Y.

Porteous came to NBC in 1942 as secretary to the night supervisor of announcers. He later was named assistant to Patrick J. Kelly, supervisor of announcers. In May, 1944, he was appointed assistant sales promotion manager of the National Spot Sales Department and shortly after was named assistant promotion manager of station WEAF (now WNBC) in New York.

In March, 1945, Porteous was named assistant manager of the Package Sales Division of the Program Department. Then followed a short period as audience promotion manager of the Advertising and Promotion Department and in September, 1947, he was promoted to manager of Advertising and Promotion. He transferred to Network Sales in January, 1950, and has been in that department since, including among his clients such firms as Bristol-Myers, the Coca-Cola Company, Lever Brothers and U.S. Rubber Co.

Born in Trinidad, B.W.I., Porteous attended St. Mary's College there. He entered the banking business in New York in 1922 and later was associated with Mears, Inc., advertising agency, and Universal Pictures. He came to NBC from the writing staff of the Laboratory of Readability at Columbia University, one of the earlier attempts to study the technique of producing easy-to-read non-fiction material.

Porteous lives in Maywood, N.J., with his wife and two children.

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NBC-New York, 3/4/54

NBC COLOR TELEVISION NEWS

NBC TO HOLD SPECIAL COLOR FILM SEMINAR FOR N.Y. FILM PRODUCERS ASSOCIATION

The National Broadcasting Company ~~will hold~~ held a special color film seminar for members of the New York Film Producers Association Wednesday, March 10 at the Center Theatre.

More than 50 Film Producers Association members, representing 21 companies, ~~are expected to~~ attended. Among them, they produce the majority of all commercial films and filmed programs made in New York.

The seminar will open at 2:30 p.m. with a closed-circuit color film demonstration, the program consisting of film provided by both NBC and the FPA. After the demonstration there will be a question-and-answer period presided over by Barry Wood, NBC executive producer in charge of color coordination; Stan Parlan, NBC color film consultant; and O.B. Hanson, NBC Vice President and Chief Engineer, and members of his staff.

The FPA will close the program by making a series of controlled product tests on color film, utilizing various types of film stocks, lighting conditions and exposures, and carried out with the counsel of members of NBC's color corps.

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NBC-New York, 3/4/54

PR-20

NBC COLOR TELEVISION NEWS

TWO 'DING DONG SCHOOL' TELECASTS IN COMPATIBLE COLOR WILL BE PRESENTED FROM NEW YORK MARCH 8 AND 9

NBC-TV's popular program for the nursery school set, DING DONG SCHOOL, will be telecast in RCA compatible color Monday, March 8 and Tuesday, March 9 (10 a.m., EST). The program will be seen on the nation's existing receivers in high-quality black and white.

Dr. Frances Horwich, mistress of "Ding Dong School," will come to New York from Chicago for the color telecasts, which will originate in the Colonial Theatre.

A special feature of the first of the two color telecasts, March 8, will be a display of colorful new toys for children. During the program's closing minutes, which are regularly slanted to mothers in the TV audience, "Miss Frances" will demonstrate brand-new educational toys to be shown at the New York Toy Fair, at which she will appear while in New York.

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NBC-New York, 3/4/54

NBC RADIO AND TV NEWS

ETHEL MERMAN, ANN BLYTH, KEEFE BRASSELLE, MARILYN ERSKINE ACCEPT ROLES IN 'OSCAR' CEREMONIES ON NBC RADIO AND TV

Ethel Merman, Ann Blyth, Keefe Brasselle and Marilyn Erskine are the first performers to accept the invitation to participate in the 26th annual Academy Awards presentations of the motion picture industry Thursday, March 25 (NBC-TV and Radio, 10:30 p.m. to midnight, EST). The announcement was made today by Mitchell Leisen, general director of the "Oscar" event for the Academy.

Miss Merman, musical comedy star, will sing "There's No Business Like Show Business" and Miss Blyth will sing "Secret Love," one of the songs nominated for an award. Brasselle and Miss Erskine, who portrayed NBC comedian Eddie Cantor and Mrs. Cantor in the recent movie about the comedian's life, will be paired in the Academy show to present one of the "Oscars."

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NBC-New York, 3/4/54

FELIX POPPER APPOINTED ASSISTANT CONDUCTOR
OF NBC TELEVISION OPERA THEATRE

Felix Popper, Viennese-American conductor, has been appointed assistant conductor of the NBC Television Opera Theatre, it was announced by music and artistic director Peter Herman Adler.

Popper succeeds Leo Mueller, who resigned to accept a post as chorus master of the San Francisco Opera. Mueller had worked for two seasons with the NBC-TV Opera Theatre.

Popper joined the music staff of the New York City Opera Company in 1949 and left there to join NBC. He was born and musically trained in Vienna. There he did coaching for opera before leaving in the wake of Hitler's arrival. In 1939 he conducted light opera and concerts in London.

Popper came to this country in 1940, and the following year joined the teaching staff of the Henry Street Music School, a post he still holds. From 1942 to 1945 he served in the Army Engineers Corps.

In addition to his work at the City Center, he also was assistant conductor for the Broadway production of Britten's "The Rape of Lucretia."

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NBC-New York, 3/4/54

NBC-TV NEWS

NATIONAL BROADCASTING COMPANY PRESENTS PAKISTAN GOVERNMENT WITH PRINT OF 'K-2, THE SAVAGE MOUNTAIN' DOCUMENTARY FILM

A print of the NBC-TV documentary film, "K-2, the Savage Mountain," which consisted of footage made in the course of an attempt to scale the second highest peak in the world in the Karakoram range, has been presented to the government of Pakistan by the National Broadcasting Company.

Davidson Taylor, director of public affairs for NBC, and Herbert Swope, Jr., producer of the documentary, made the presentation in a brief informal ceremony at the Pakistani Consulate, 12 East 65th Street, New York, yesterday (March 3).

Taylor expressed the network's thanks for the cooperation of the government of Pakistan in producing the film. L. Shaffi, consul general, and Ali Arshad, vice consul, received the film on behalf of their government.

The film was televised on Sunday, Jan. 31, with Dr. Charles D. Houston and Robert H. Bates, his assistant, both of Exeter, N.H., as narrators. The climb was made under the auspices of the American Alpine Club, and got under way on May 25, 1953.

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NBC-New York, 3/4/54

NBC TRADE NEWS

March 5, 1954

DURANTE, CANTOR AND MONTGOMERY ARE HAIL FELLOWS WELL 'MET';
THEY'LL DO AN 'OPERA' ON 'COMEDY HOUR' WITH PATRICE MUNSEL

- - -

Music Drama Will Be Based on Immortal Theme of 'Inka Dinka Doo'

Jimmy Durante, a man with a nose for all things cultural, will be starred in a book-type musical show on the COLGATE COMEDY HOUR Sunday, March 14 (NBC-TV, 8-9 p.m., EST) aided and abetted by NBC-TV headliners Eddie Cantor and Robert Montgomery and opera singer Patrice Munsel, the program's guest stars.

The "Schnozz" will attempt to have his theme song, "Inka Dinka Doo," expanded to an opera. In the process of developing his opera, Durante will roll back the years to give his millions of TV viewers a glimpse of his act as it was in the Roaring '20s. Robert Montgomery will narrate the opera.

Durante, as usual, will have his own comedy sidekicks, Eddie Jackson, Jules Buffano and Jack Roth, working with him.

Joseph Santley will produce and stage the show, assisted by Bill Harmon. Sketches are directed by Charles Isaacs and written by Isaacs and Jack Elinson. Sid Smith is the director, and special material is by Jackie Barnett. The music is under the direction of Roy Bargy. Executive producer for the series is Pete Barnum.

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NBC-TV NEWS

OK

FELLOWSHIP TO HONOR 'MISS FRANCES' OF 'DING DONG SCHOOL'
IS ESTABLISHED AT COLUMBIA UNIV. TEACHERS COLLEGE

FOR RELEASE SUNDAY, MARCH 7

A fellowship has been established at Columbia University Teachers College in recognition of the work of Dr. Frances Horwich, the educator who is well-known as "Miss Frances" of DING DONG SCHOOL, the educational television program produced by the National Broadcasting Company for pre-school children.

The donor of the fellowship, which carries an annual initial stipend of $2,000, is the American Character Doll Company, which will make the presentation at a dinner at the Waldorf Astoria Hotel in New York tonight. Dr. Horwich will speak there on the relation of television to early education of children. Dr. Abel A. Hanson, general secretary of Columbia University Teachers College, will accept the grant on behalf of the college.

The grant will be known as the Frances Horwich Fellowship in Early Childhood Education. It will be for study in the Department of Curriculum and Teaching at Teachers College and will be available for the first time in the 1954-55 academic year.

In creating the fellowship, Herbert Brock, president of the American Character Doll Company, said: "We honor a great teacher and recognize the importance of fellowships for attracting gifted young men and women to the teaching profession."

Dr. Horwich, who received an M.A. degree from Teachers College in 1933, is a widely-known specialist in the field of childhood education, including child development, nursery school, and language arts in the elementary grades. She was a classroom teacher for nearly 25 years before she embarked on her television teaching career late in 1952.

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NBC-New York, 3/5/54

PROFESSOR TO HOLD ADULT MARRIAGE CLINIC IN COLLEGE SERIES

IS REPRESENTED IN COLUMBIA UNIV. TEACHERS COLLEGE

FOR EVENING SUNDAY, MARCH 1

A fellowship has been established at Columbia University Teachers College in memory of the work of Dr. Frances Swanson. The donation was in multiples as "this fellowship" is the educational institution program produced by the National Foundation Company for pre-school children.

The board of the fellowship, which intends to award initial stipend of $2,000, is the American Corporate Doll Company, which will also the presentation as a donor to the welfare agencies model in New York City. Dr. Swanson will speak there on the relation of training to early acquaintance of children. Dr. Paul A. Brown, general secretary of Columbia University Teachers College, will report on results of the meeting.

The event will be known as the Frances Swanson Fellowship in Early Childhood Education. It will be the study in the department of curriculum and instruction at Teachers College and will be available to the first time in the English academic year.

In announcing the fellowship, Leonard Lodd, president of the American Corporate Doll Company, said: "We honor a great teacher and encourage the institution of fellowship for outstanding guided study in the hope to the teaching profession."

Dr. Swanson, who received her M.A. degree from Teachers College in 1923, is a well-known consultant in the field of early childhood education. Including early childhood, nursery school, and Teachers College the elementary school. She was a classroom teacher for twenty years before she entered on the fellowship teaching career that is 1902.

New York, 3-5-54

NBC COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK

(March 14-20)

MONDAY, MARCH 15 -- 8-8:30 p.m., EST -- NAME THAT TUNE -- comedy-and-musical show with Red Benson as quizmaster, vocalist Vicki Mills, and Harry Salter, conductor and originator of the musical quiz.

FRIDAY, MARCH 19 -- 4:30-5 p.m., EST -- ON YOUR ACCOUNT -- audience participation program with Win Elliot as emcee.

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NBC-New York, 3/8/54

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC

TELEVISION NEWS

March 8, 1954

VICE PRESIDENT NIXON, DONATING D.C. SOIL TO 'GROWERY,' EXPRESSES CONFIDENCE 'HOME' WILL BE OF GREAT INTEREST TO AMERICA'S WOMEN

Vice President Richard Nixon has expressed confidence that HOME, NBC Television's new daily service program, "will be of great interest to America's women."

The Vice President made the statement in a letter to produce Jack Rayel in connection with a contribution of a sample of soil from the Capitol grounds in Washington, D.C., to be included in the "growery," a plot of earth in the "Home" studio.

The soil will join that submitted by the chief executives of the 48 states for inclusion in the "growery," in which gardening specialist Will Peigelbeck demonstrates raising vegetables and flowers.

Soil from the Capitol grounds "represents America's heritage of Freedom for all people," Vice President Nixon wrote to Rayel after a ceremony in his office at the Capitol on Friday. The Vice President's letter follows:

> Television has made great strides in providing news, entertainment and education to the American people. The National Broadcasting Company's new "Home" show has been called to my attention and I feel confident it will be of great interest to America's women.

(more)

I have presented to Mr. Carleton D. Smith, general manager of television station WNBW, the small box of soil from the grounds of the United States Capitol. Since this soil represents America's heritage of Freedom for all people, it is fitting that it should be included with the soil of our forty-eight states on "Home."

With all best wishes,

Sincerely,

Richard Nixon

The Vice President's action resulted from objections in the nation's capital to being omitted from requests for representative soil from the 48 states. The Capitol architect, David Lynn, cooperated in supplying the package of official earth.

In addition to the soil from the District of Columbia, 24 states already are represented in the "growery." The most recent contribution came from Massachusetts, home state of three key personalities on "Home" -- producer Rayel, a native of Springfield; editor-in-chief Arlene Francis of Boston, and special projects editor Estelle Parsons of Marblehead, Mass.

Other recent additions of soil were from Kansas, North Dakota, North Carolina, Colorado, Wyoming and West Virginia. States previously announced included New York, Connecticut, New Jersey, Pennsylvania, California, Kentucky, Delaware, Georgia, Maryland, Wisconsin, Virginia, Ohio, Alabama, Oregon, New Hampshire, Nevada and South Carolina.

Promised -- but not yet in the "growery" -- are contributions from Oklahoma, Montana, Illinois, Texas, Vermont, Louisiana, Rhode Island, Utah, Michigan, Missouri and Florida.

(more)

I have presented Mr. Mr. Gordon L. Baker, general manager of Kaiserman electric shop. The small low of this from the grounds of the building, other capital. Since this real property employs knowledge of Dimmons for all people, it is Fifteen that it should be included with the soil of our copyright estate on "Home."

With all best wishes,

Sincerely,

Richard Dixon

The Vice Presidency's action resulted from objections in Washington's desire to hold, mixed from economics for representative and the US states. The Supreme structure, David Lynn, concerned in supplying the product of critical depth.

In addition to the soil from the District of Columbia, 98 states already are represented in the "property." The most recent contribution came from Massachusetts, some parts of three key primarities on "Home" -- producer movie, a review of springfield, multi-in-state Indian Pueblo of Laguna, one special property editor Estella Lawrence of Burlington, Mass.

Other recent additions of soil were from Kansas, North Dakota, North Carolina, Oregon, Wyoming and West Virginia. Other previously showing in Indiana, New York, Connecticut, New Jersey, Pennsylvania, California, Kansas, Delaware, Georgia, Nevada, Wisconsin, Virginia, Ohio, Missouri, Oregon, New Hampshire, Nevada and South Carolina.

Members -- not yet in the "property" -- are contributing from Michigan, Montana, Idaho, Texas, Vermont, Louisiana, South Dakota, Utah, Michigan, Kansas and Florida.

(more)

Still on the "missing" list are Minnesota, Tennessee, Washington, Nebraska, Iowa, Maine, Mississippi, South Dakota, New Mexico, Arizona, Idaho, Indiana and Arkansas.

The "Home" growery will not be truly national until the governors of those states, or their representatives, have put shovel to earth and sent in a package.

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NBC-New York, 3/8/54

NBC "today"

30 SCHOLASTIC EDITORS WILL QUIZ 'TODAY' NEWS FIGURES

The key news figures of NBC-TV's TODAY program will answer the queries of more than 30 student editors visiting New York for the annual Columbia Scholastic Press Association conference. The event is scheduled on the Friday, March 12, edition of the early morning news and special feature program (7-9 a.m., EST and CST).

Panel members at the televised press conference will be Dave Garroway, who heads the program; Gerald Green, managing news editor and Merrill Mueller, veteran NBC newsman currently substituting for the vacationing Frank Blair, as on-the-air news editor.

The conference will take place in the RCA Exhibition Hall on West 49th Street in New York, the origination point for the program. The student editors are expected to ask questions concerning the gathering and reporting of news in the television medium.

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NBC-New York, 3/8/54

CAST AND CREDITS FOR 'THE TAMING OF THE SHREW' ON NBC-TV

The sixth presentation of the NBC Television Opera Theatre -- "The Taming of the Shrew" by the American composer Vittorio Giannini -- will be telecast in RCA compatible color Saturday, March 13 (NBC-TV, 4-5:30 p.m., EST), and can be seen in black and white.

The opera is written to a libretto by the composer and Dorothy Fee, based largely on Shakespeare's play. Peter Herman Adler will conduct.

The cast and credits are:

Petruchio.....John Raitt
Kate.....Susan Yager
Bianca.....Sonia Stollin
Lucentio.....John Alexander
Hortensio.....Donald Gramm
Baptista.....Leon Lishner
Biondello.....Emile Renan
Gremio.....Robert Holland
Grumio.....Karl Brock
Tranio.....Paul Ukena
Vincentio.....Albert Wilcox
Tailor.....Charles Kuenster
Hairdresser.....Harry S. Miller
Hairdresser's assistant.....Harry Ames
Servant.....Charles Senna

Producer.....Samuel Chotzinoff
Music and Artistic Director.....Peter Herman Adler
Director.....John Bloch
Associate Producer.....Charles Polacheck
Audio Director.....George Voutsas
Assistant Conductor.....Felix Popper
Color Consultant.....Richard Day
Settings.....William Molyneux
Costumes.....John Boxer
Technical Director.....Milton Kitchen

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NBC-New York, 3/8/54

MARINE PILOT AND NAVYMAN WHO MET IN PACIFIC HAVE BEHIND-SCENES ROLES AT ACADEMY AWARDS

When Bill Kayden and Bill Bennington first met, it was in the South Pacific, during World War II. Kayden was a Marine fighter pilot and Bennington was in the Navy. They never expected to meet again.

However, they not only encountered one another again but are working together, Kayden as producer and Bennington as director of the NBC simulcast of the Academy Awards ceremony of the motion picture industry Thursday, March 25 (10:30 p.m., to midnight, EST).

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NBC-New York, 3/8/54

FIBBER McGEE 'INVENTS' A JET KETCHUP GUN IN NBC RADIO SCRIPT AND NOW A MANUFACTURER COMES FORTH TO FINANCE ACTUAL THING

Fibber McGee has always been convinced he is a genius -- and he has the inventions to prove it. Now the star of the NBC Radio show, FIBBER McGEE AND MOLLY (Monday through Friday, 10 p.m., EST), has one of the nation's bigger business men agreeing with him and financing research into one of McGee's ideas.

In a recent series of episodes on the comedy show, McGee had invented an atomic jet ketchup gun he proposed to sell to the "Ketchikan Ketchup Canning Kitchens." The programs were heard by Dr. Sydney Lipsky, vice president of the Reddi-Wip Co., of St. Louis, a company which puts out a whipped cream product in a pressurized can. Dr. Lipsky contacted Jim and Marian Jordan, who play the title roles of Fibber and Molly, as well as the writers of the scripts, Phil Leslie and Len Levinson.

He told them that a jet ketchup gun might not be as ridiculous as it sounds. Lipsky has ordered his company's research department to study the possibility of putting out ketchup in a gun like the one Fibber "invented."

Fibber's slogan "No mess on the bun, when you use McGee's jet gun" may turn out to be all truth and no fiction.

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NBC-New York, 3/8/54

FRANK MARTIN "INVENTS" A NEW CONCEPT OUT IN NBC RADIO SERIES AND NOW A MANUFACTURER CLAIMS HE WILL GO FINANCE ACTUAL BUILDING

Fibber McGee has always been convinced he is a genius -- and he has the inventions to prove it. Now the stars of the NBC Radio show, FIBBER McGEE AND MOLLY (Monday through Friday, 10 p.m., EST), can see if the nation's bigger numbers men agreeing with him and financing research into one of McGee's ideas.

In a recent series of episodes on the comedy show, McGee had invented an atomic jet lawning gun he proposed to sell to the "Schlumbum Rotating Cutting Mixture." The programs were based on Dr. Spencer Lipkin, vice president of the Jeddo-Mip Co., of St. Louis, a company which puts out a wrapped tuna product in a pressurized can. Dr. Lipkin contacted Jim and Marian Jordan, who play the title roles of Fibber and Molly, as well as the writers of the script, Phil Leslie and Len Levinson.

He told them that a jet lawning gun might not be as ridiculous as it sounds. Lipkin has ordered his company's research department to study the possibility of putting out lawnmow in a gun like the one Fibber "invented."

Jordan's slogan "No mess on the lawn, when you use McGee's jet gun" may turn out to be all truth and no fiction.

NBC-New York, 3/25/54

NBC TRADE NEWS

March 9, 1954

NIELSEN INDEX SHOWS INCREASE IN RADIO SETS-IN-USE; NBC HAS 11 OF 20 TOP EVENING SHOWS WITH ESPECIAL WEDNESDAY, THURSDAY RATING GAINS

A marked increase in the number of radio sets-in-use is reported in the Nielsen Radio Index pocketpiece for Jan. 17-23.

As pointed up by Nielsen, the average of the Monday-through-Friday 9 a.m.-6 p.m. sets-in-use is up 3 per cent over the same period a year ago, or from 19.1 to 19.7. In addition, daytime sets-in-use are currently 18 per cent higher than in the previous Nielsen report, and evening sets-in-use on weekends increased 9 per cent over the previous-rated week.

In other highlights of the current Nielsen radio ratings:

All NBC programs increased their ratings on Wednesday night, "Walk a Mile" jumping from 5.1 to 7.2, "The Great Gildersleeve" from 5.6 to 6.2, "You Bet Your Life" from 6.0 to 6.8, and "Big Story," which reaches 3,125,000 homes, from 5.1 to 6.7.

Also on Wednesday night, NBC's "Fibber McGee and Molly" scored the series' highest rating and share of audience of the season, with a 6.2 Nielsen rating and a share of 38.6.

Another peak for the season was reached by "Truth or Consequences" on Thursday night (9-9:30 p.m.), when this longtime favorite

(more)

increased its rating to 6.3, reaching 2,939,000 homes, compared to 2,775,000 homes reached a year ago.

Still first among evening multi-weekly programs is NBC's "News of the World" with a week's average rating of 6.0, its highest since November, 1952.

NBC radio has 11 of the top 20 evening broadcasts.

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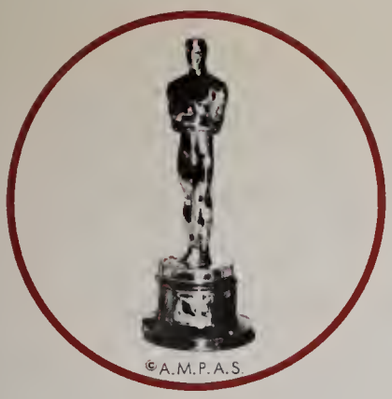
NBC-New York, 3/9/54



26TH ANNUAL ACADEMY AWARDS ON NBC

academy of motion picture arts and sciences awards on television and radio thursday march 25 10:30 pm (est)

March 9, 1954

JACK WEBB TO HELP PRESENT 'OSCARS'; FIRST VIDEO STAR TO BE HONORED WITH SUCH ACADEMY AWARD ROLE

Jack Webb, star of the NBC-TV "Dragnet" as Detective Sergeant Joe Friday, will help present the "Oscars" at the 26th annual motion picture Academy Awards ceremony Thursday, March 25 (NBC-TV and Radio, 10:30 to midnight, EST), according to announcement made today by Mitchell Leisen, general director of the event.

Leisen said that Webb's acceptance of the coveted honor marked the first time in the history of the Academy that a video personality has been so honored.

Webb will join a group of outstanding Hollywood citizens who will participate in the program in similar capacity.

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FIRST LEE DE FOREST AWARD FOR 'CONSISTENT TV AND RADIO PROGRAMMING' GOES TO SPONSOR OF 'HALLMARK HALL OF FAME'

The first annual Lee de Forest award for most consistent television and radio programming in the public interest was presented in Los Angeles, Calif., today (Tuesday, March 9) by the world-famous physicist and "father of radio" to Joyce C. Hall of Kansas City, Mo. Hall is president of Hallmark Cards, Inc., sponsors of HALLMARK HALL OF FAME, seen on NBC-TV each Sunday at 5 p.m., EST.

"What you have accomplished demonstrates that free commercial enterprise can work hand in hand with our best American ideals for education and information," Dr. de Forest told the industrialist.

The award was created this year by the National Association for Better Radio and Television, of which Dr. de Forest is a director. Mrs. Clara Logan, president and founder of NAFBRAT, who proposed the award, said it was the first time, to her knowledge, that a cultural group had ever honored a business man for good programming.

Each Sunday from Hollywood "Hallmark Hall of Fame" dramatizes the lives of statesmen, inventors, educators and other public benefactors. Mrs. Logan said the award was also voted to Hall for leadership in sponsoring such outstanding TV presentations as the Maurice Evans production of "Hamlet"; Gian Carlo Menotti's "Amahl and the Night Visitors," the first opera especially created for video, and for other pioneering accomplishments in the new medium.

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NBC-New York, 3/9/54

FIRST ISSUE

FIRST ISSUE OF NEWSPAPER ALSO DEDICATED TO ANY RADIO PROGRAMMING/ADDED TO SPECIAL OF "BALLADEER HALL OF FAME"

The first annual Lou Ja Pecker Award for most meaningful television and radio programming in the public interest was presented in Los Angeles, Calif., today (Tuesday, March 1) by the producer-director and "father of radio" to Joyce C. Hall of Kansas City, Mo. Hall is president of Hallmark Cards, Inc., sponsors of HALLMARK HALL OF FAME, next on CBS-TV each Sunday at 5 p.m., EST.

"Ever ready to help accomplished documentaries that time cannot-what appreciate the work done in behalf with our best American ideals for education and entertainment," Dr. de Pecker told the International.

The award was created this year by the National Association Broadcast Radio and Television, of which Dr. de Pecker is a director. Mrs. Diana Logan, president and founder of NATBAT, who proposed the award, said it was the first time, to her knowledge, that a national group had ever honored a business man for good programming.

Each Sunday from Hollywood "Hallmark Hall of Fame" dramatizes the lives of statesmen, inventors, educators and other public benefactors. Mrs. Logan said the award was also voted to Hall for outstanding in producing such outstanding TV presentations as the Hallmark Theme production of "Macbeth"; Alan Davis Mancotti's "Amahl and the Night Visitors," the first opera specially created for video, and for other pioneering accomplishments in the new medium.

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New York, 3/9/58

NBC "today"

8 SEMI-FINALISTS FOR 'GIRL OF TODAY' AWARD TO APPEAR ON 'TODAY': TITLE WILL BE AWARDED MARCH 18

Eight semi-finalists in the NBC-TV "Girl of Today" contest have been chosen, and the winner will be announced Thursday night, March 18 during a reception at New York's Savoy Plaza. The eight beauties, chosen from among thousands of applicants, were picked by a five-member panel of judges consisting of Dave Garroway, head man of the Today program; TV star Faye Emerson, fashion designer Molly Parnis, John Robert Powers of model agency fame and Lee Wagner of TV Guide.

Their selections are as follows:

Betty Woodburn, 43 W. 69th Street, New York, N.Y.
Joan Garan, 20500 Strathmoor, Detroit 35, Mich.
Mrs. Kenneth G. Soderblom, 2216 West Thome Ave., Chicago 45, Ill.
Barbara Landis, Naylor Lane, Pikesville, Md.
Peggy Mayl, 518 Santa Cruz, Dayton 10, Ohio
Frances Muriel Manning, 120 South 49th Street, Philadelphia, Pa.
Mary McCarley Myrick, 3848 Easton Drive, Dallas, Tex.
Shirley Ann Cain, 259 Fayette Street, Wollaston, Mass.

These girls will be flown to New York and will stay at the Savoy Plaza. While in New York, they will appear on "Today" -- two at a time -- on the mornings of March 15 through 18. The grand winner will be shown on the Friday, March 19 edition of the early a.m. news and special feature program. While in New York the girls will make a round of sight-seeing, theatre-going, dining and TV appearances.

(more)

The lucky winner will be flown to Paris for a 10-day Spring vacation and will be outfitted with a Molly Parnis wardrobe for the occasion.

The "Today" program is seen with Dave Garroway, Monday through Friday, 7-9 a.m., EST and CST, over the NBC-TV network.

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NBC-New York, 3/9/54

VICE PRESIDENT NIXON TO SPEAK ON NBC RADIO IN GOP REPLY TO TALK BY ADLAI STEVENSON

Vice President Richard M. Nixon will appear as official spokesman for the Republican National Committee on the NBC Radio network Saturday, March 13 from 10:30 to 11 p.m., EST, to reply to Adlai Stevenson's address of March 6 on NBC Radio.

Stevenson spoke under auspices of the Democratic National Committee from Miami Beach, Fla.

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NBC-New York, 3/9/54

TO BE PERFECTLY FRANCIS (OR FRANCES)

Miss Arlene Francis is editor-in-chief of NBC-TV's HOME series. And in stories or reviews she is frequently referred to as Miss Francis.

Dr. Frances Horwich of NBC-TV's DING DONG SCHOOL has won wide identification --particularly among the younger set -- as Miss Frances.

Hence, in some quarters, there is some confusion on which is 'es' and which is 'is'.

So here's a hint on remembering correct spellings: The 'Home' Miss Francis is spelled with "is" -- the "i" for "information." The "Ding Dong School" Miss Frances is spelled with "es" -- the "e" for "education."

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(04)

NBC V.P. TED COTT TO COORDINATE UNITED CEREBRAL PALSY EVENT AT N.Y. OPENING OF RINGLING CIRCUS

Ted Cott, Operating Vice President of NBC Radio Network, will be coordinator of United Cerebral Palsy's participation in the opening night performance of Ringling Brothers - Barnum and Bailey Circus, at Madison Square Garden, New York, on March 31.

Cott, who served in this capacity for the United Cerebral Palsy organization last year will be responsible for the integration of the many top radio, television, stage and screen personalities who are expected to participate in the circus opening night.

He will be assisted by Frank Fitzgerald, NBC account executive.

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NBC-New York, 3/9/54

TO BE REPORTED BRIEFLY (ON TAPED)

Blue Angels Friends is either-in-order or Mec-TV's HOME series. Not in worries or problems has it frequently returned to do Blue Friends.

Dr. Thomas Hamilton of MEC-TV's GIRL DOWN SCHOOL has won this distinction--Matriculated among the graduate ear -- in Blue Friends.

Hence, in some quarters, there is some confusion on which is 'Ear' and which is 'Ia'.

To learn: a tips on remembering correct spelling: the Dogs' Blue Friends is spelled with 'Ie' -- use 'I' for 'Information.' The 'Dog Dong Ghost' Blue Friends is spelled with 'ea' -- the 'e' for 'Education.'

-----o-----

INFO V.F. DOG LEFT TO CONSIDERATE GOLDEN ANNIVERSARY TALENT AWARD AT N.Y. MEETING OF MEMBERS CHOSEN

New York, operative Vice President of MEC Radio Network, will be coordinator of Walter Winchell Family's presentation in the comedic Radio performance of Mugging Brothers - Burns and Bailey Show, at Madison Square Garden, New York, on March 31.

Joff, who served in this capacity for the joined Cambodi Lady Association Jury year will be responsible for the integration of the top radio, television, stage and screen personalities who are invited to participate in the circus opening night.

He will be assisted by Frank Fitzgerald, MEC's executive.

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ECO-Ben York, 3/30/74

NBC TRADE NEWS

send release

March 10, 1954

REALIGNMENT OF SEVERAL FUNCTIONS OF NBC ANNOUNCED BY PRESIDENT WEAVER

A realignment of several functions of the National Broadcasting Company was announced today by Sylvester L. Weaver, Jr., NBC President.

These steps have been taken in order to provide direct channels of communication between the operating departments concerned and the executive management of the Company.

O.B. Hanson, vice president and chief engineer, Harry Bannister, vice president for station relations, David C. Adams, staff vice president, Jacob Evans, who has been appointed director of national advertising and promotion, and George D. Matson, controller, report to Robert W. Sarnoff, the Executive Vice President.

William S. Hedges, vice president for integrated services, will report to Earl Rettig, vice president for production and business affairs, and Samuel Chotzinoff, general music director, will report to Thomas A. McAvity, vice president in charge of television network programs.

Joseph H. McDonald, treasurer, and Thomas E. Ervin, vice president and general attorney, continue to report to Joseph V. Heffernan, financial vice president. Heffernan's responsibilities have been increased by assisting NBC management in forward planning of overall company projects.

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NBC TRADE NEWS

NBC-TV PROGRAM DEPTH AND STRENGTH SHOWN IN NEW NIELSEN RATINGS GIVING NETWORK 7 OUT OF TOP 10, 12 OF TOP 15, 14 OF TOP 20

In a convincing demonstration of overall programming depth and strength, NBC-TV walked off with 7 of the top 10, 12 of the top 15, and 14 of the top 20 programs in the latest national Nielsen television ratings, just released for the two weeks ending Feb. 13.

The near-sweep by NBC-TV shows is one of the clearest examples of one network's overwhelming rating superiority ever pointed up by the Nielsen survey. Viewed from any angle, the Nielsen ratings graphically illustrate the leadership of NBC-TV:

NBC-TV has the top-rated show five nights of the week.

NBC-TV also reaches more homes than any other network five nights of the week.

NBC-TV's average Nielsen rating for nighttime sponsored programs is 30.3, or 16.5 per cent higher than the 26.0 average for the second network (CBS-TV).

NBC-TV's average nighttime sponsored program reaches 7,579,000 homes, or 23.7 per cent more than the 6,129,000 homes reached by the average nighttime program of the second network. Every nighttime minute, on the average, NBC-TV reaches 1,340,000 more homes than the second network.

(more)

On Thursday night, NBC-TV scores the highest average rating earned by any network on any night. NBC-TV's average rating on Thursday night is 38.8, exactly twice that of the second network.

On Wednesday night, formerly considered one of the strongest nights for another network, NBC-TV's average Nielsen rating is 34.7, or 26.2 per cent higher than the second network's 27.5 average rating. A significant sidelight to the Wednesday night rating picture is the fact that both NBC-TV shows in the 8-9 p.m. period top the program offered by the second network. "I Married Joan" (8-8:30 p.m., EST) has a 39.4 rating, compared to 34.4 for the closest opposition ("Godfrey and Friends" on CBS), and "My Little Margie" (8:30-9 p.m., EST) earned a 36.3 rating to 36.0 for the opposition (also "Godfrey and Friends" on CBS).

Here are the top 15 programs in the country, as rated by Nielsen:

PROGRAM	RATING
1--I Love Lucy	64.6
2--DRAGNET (NBC)	60.6
3--Jackie Gleason Show	51.7
4--BUICK-BERLE SHOW (NBC)	51.6
5--YOU BET YOUR LIFE (NBC)	49.2
6--Talent Scouts	48.6
7--GOODYEAR TELEVISION PLAYHOUSE (NBC)	46.3
8--COLGATE COMEDY HOUR (NBC)	46.2
9--PHILCO TELEVISION PLAYHOUSE (NBC)	42.9
10--FORD THEATRE (NBC)	42.2
11--THIS IS YOUR LIFE (NBC)	41.6
12--KRAFT TELEVISION THEATRE (NBC)	40.8
13--FIRESIDE THEATER (NBC)	40.2
14--I MARRIED JOAN (NBC)	39.4
15--LIFE OF RILEY (NBC)	39.4

Emphasizing the scope of top-rated programs offered by NBC-TV is the appearance in the first 15 of NBC shows coming under such varied headings as mystery, drama, situation comedy, quiz and variety.

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NBC-New York, 3/10/54

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NBC-New York, 3/10/54

NBC TRADE NEWS

March 10, 1954

TRENDEX SHOWS 'HOME' SOARING TO IMPRESSIVE RATING
WITH 50% AUDIENCE-SHARE GAIN FOR TIME PERIOD

First ratings just received on HOME demonstrate clearly that NBC-TV's new daily service program for women is off to an impressive showing in the various audience measurement surveys.

Here are the highlights of a special 10-city Trendex survey, taken during "Home's" first week on the air, March 1-5:

"Home" increased NBC-TV's share of audience in the 11 a.m.-12 noon time period by more than 50 per cent, grabbing an average 31.8 hourly share of audience, compared to an average share of 19.1 earned during the first week in February by the former shows in that time spot.

"Home's" week-long hourly average rating was 5.9, a whopping increase over the 2.7 average showed by the former shows in February.

Featuring Arlene Francis as editor-in-chief, "Home" is seen Mondays-through-Fridays from 11 a.m.-12 noon, EST.

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March 10, 1954

A TV VISIT WITH ALFRED P. SLOAN JR.

- - -

Seventh in Series of Conversations with Distinguished Persons Will Be Telecast March 28

A conversation with Alfred P. Sloan, Jr. will be presented by NBC Television Sunday, March 28 (4-4:30 p.m., EST), as the seventh in the network's continuing series of filmed visits with distinguished figures of our time.

Sloan, the first business man to be seen in this series, is chairman of the board of directors of the General Motors Corporation, president of the Alfred P. Sloan Foundation, and chairman of the board of trustees for the Sloan-Kettering Institute for Cancer Research. His guest in the film is Edward Stanley, manager of NBC public service programs.

The "elder wise men" series, produced by NBC especially for television, is supervised by Davidson Taylor. Doris Ann produced and Martin Hoade directed the Sloan program, which was made in his New York office.

Previous telecasts in this series have featured the philosopher Bertrand Russell, the poets Robert Frost and Carl Sandburg, the architect Frank Lloyd Wright, the harpsichordist Wanda Landowska (the

(more)

only woman to be seen so far in the series), and Dr. Louis Finkelstein, chancellor of the Jewish Theological Seminary of America.

Alfred P. Sloan Jr. was born in New Haven, Conn., on May 23, 1875. He grew up in Brooklyn, N.Y., where his family moved when he was five, and attended Brooklyn public schools and the Brooklyn Polytechnic Institute. He went on to Massachusetts Institute of Technology, completing its four-year course in three years, and took his B.S. degree in electrical engineering at 20. After graduation he found a job as draftsman in the Hyatt Roller Bearing Company of Harrison, N.J. At 26 he became its president and general manager, a position he held for 15 years. At first, billiard balls were the company's chief manufactured product, but it wasn't long before young Sloan saw the possibilities in manufacturing steel roller bearings for the rapidly expanding automobile industry. In 1916, Sloan brought Hyatt into United Motors and became its president. In 1918, United Motors was merged with General Motors, and Sloan became a vice president and member of its executive committee. In 1923, he became president of General Motors. During his first year as president he doubled the company's manufacturing capacity and sold more cars than ever before in its history. In 1937, he became chairman of the board of directors.

In 1938 Sloan founded the Alfred P. Sloan Foundation, which administers a private fund for the benefit of the public. The Foundation is devoted largely to the increase and diffusion of economic knowledge. Probably the most significant among the various projects supported in whole or in part by this Foundation is the Sloan-Kettering Institute for Cancer Research, which is located in New York City.

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NBC-New York, 3/10/54

[illegible] seems to be even as far as the society, and Dr. Louis Tomalowsky, [illegible]ion of the Jewish Democratic Seminary of America.

Alfred I. Dixon, Jr. was born in New Haven, Conn., on May 23, [illegible]. He grew up in Brooklyn, N.Y., where his family moved when he was [illegible], and attended Brooklyn public schools and the Brooklyn Polytechnic Institute. He went on to Massachusetts Institute of Technology, completing his four-year course in three years, and took his S.B. degree [illegible]industrial engineering at age [illegible]. After graduation he found a job as [illegible]ffman in the Boston office of the Electric Company of Harrison, N.J. At [illegible] he became the president and general manager, a position he held for [illegible] years. As first, initiated cells with the company's other manufacturing [illegible]ed products, but it wasn't long before Mr. Dixon saw the potentialities in manufacturing small motor vehicles for the rapidly expanding [illegible]-mobile industry. In 1920, Dixon brought out his Dixie [illegible] which became the prototype. In 1922, United Motors and Morgan Motor [illegible] Motors, an Ohio company, a vice president and member of the executive committee. In 1923, he became president of General Motors [illegible]ing the early 1920s he [illegible] the company's manufacturing expansion and with [illegible] was long over before in its history. In [illegible], he became chairman of the board of directors.

In 1932 Dixon founded the Alfred P. Dixon Foundation, which maintains a private trust for the benefit of the public. The foundation is devoted largely to the increase and diffusion of research knowledge. Probably the most significant among the various projects sponsored directly or in part by this foundation is the Dixon-Sullivan Institute for Cancer Research, which is located in New York City.

BARNARD COLLEGE-NBC SUMMER INSTITUTE OF RADIO AND TV

ANNOUNCES COURSES FOR FOURTH ANNUAL SESSION

The fourth annual Summer Institute of Radio and Television jointly sponsored by Barnard College and the National Broadcasting Company will be held in New York from June 28 through Aug. 6.

The Institute provides professional training for men and women preparing to enter commercial or educational Radio and TV, gives additional training for young employes seeking advancement in the industry, and acquaints teachers and other professional persons with the special tools of Radio and TV so that they can be effectively applied in education and other fields.

The six courses offered by the Institute are taught by NBC and RCA Institutes staff members in the NBC studios in Radio City, New York. Students take a full program of four courses, two of which are required and two of which are elective.

A new course, "Technical Operations Orientation," will be directed by Paul L. Gerhart, director of training, RCA Institutes, Inc., and other staff members of RCA Institutes, Inc., will lecture. This course is designed to introduce students to the equipment used for television studio operations.

William C. Hodapp, producer of NBC-TV's "American Inventory" program, will teach "TV Programming and Producing." The course will

(more)

include lectures, class projects and observation trips to studios concentrating on specific problems of production, techniques of programming and methods of directing TV programs. Students will be given an opportunity to observe and assist in the preparation of an actual program.

Michael Dann, television program manager of NBC, will teach "Your Television Career," a comprehensive study of the television field. "The Techniques of Announcing on Radio and Television" will be given by Steve White, program manager of WNBC and WNBC-FM. Stanton M. Osgood, manager of film production and theatre television of NBC, will teach "Film Production for Television," and Ross Donaldson, NBC supervisor of NBC literary rights and story division, will teach a course on writing for radio and television.

Men and women who are college graduates, or high school graduates who have had paid experience in radio or television, may apply for admission in the Institute. Enrollment will be limited to 40 students. Application for admission should be made before June 1 on forms which may be obtained from Miss Ruth Houghton, 112 Milbank Hall, Barnard College, New York 27, New York. The fee for the course is $150.

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NBC-New York, 3/10/54

NBC SPOT SALES

News

(OK)

COMPTON JOINS NBC SPOT SALES AS TV ACCOUNT EXECUTIVE

Barnes Compton, Jr., has joined NBC Spot Sales as a television account executive in New York. // Luellen Stearns, Eastern television manager of the sales organization, announced today.

Compton comes to NBC Spot Sales from the New York sales staff of Crosley Broadcasting Corp. His broadcasting-selling experience includes four years with WPIX, New York, and prior to that he was a member of the sales department of the New York Daily News.

During World War II, Compton served as a second Lieutenant with the 77th Division of the U.S. Army, Pacific Theatre.

He is married and lives in Darien, Conn.

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NBC-New York, 3/10/54

NBC TRADE NEWS

March 11, 1954

MORE THAN 100,000 REQUESTS FOR GIRL'S ESSAY ON DEMOCRACY RECEIVED WITHIN FIVE DAYS OF 'VOICE OF FIRESTONE' READING

- - -

Elizabeth Davis, Akron High School Junior, Will Repeat Her Prize-Winning Work on Simulcast of March 29

Elizabeth (Betsy) Evans, 16-year-old Akron, Ohio high school junior, who read her prize-winning essay, "I Speak for Democracy," during a simulcast of the VOICE OF FIRESTONE on March 1, will repeat the reading on the program Monday, March 29 (NBC-TV and Radio, 8:30 p.m., EST).

More than 100,000 letters and telegrams requesting copies of the text were received by the Firestone office within five days after the simulcast, many of them from educators wanting to use the text in their classes, others from judges wishing to quote from it in their dealings with juvenile delinquents. One letter came from a man who had been saved from self-destruction by the inspiration for a new lease on life he received from listening to the girl's essay.

The girl was one of four national winners in the recent Voice of Democracy contest sponsored by the National Association of Radio and Television Broadcasters.

(more)

Betsy is a junior at Buchtel High School in Akron. She won first prize in the contest for the city of Akron and the state of Ohio, which amounted to $350 in scholarships, as well as a trip to Williamsburg, Va. She visited the White House, where she met President Eisenhower.

The young prize-winner is on the staff of the high school paper, a member of the National Forensic League and plays the flute in the school orchestra.

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NBC-New York, 3/11/54

'DING DONG SCHOOL' AND 'BIG STORY' RENEWALS ANNOUNCED

Renewals for two of NBC-TV's most important shows--DING DONG SCHOOL and BIG STORY -- were announced today.

General Mills, Inc., of Minneapolis, Minn., maker of Kix, renewed the Friday, 10:15-10:30 a.m., EST, time-spot on "Ding Dong School" beginning March 5. The agency is Tatham-Laird Inc. of Chicago.

The American Tobacco Company of New York, maker of Pall Mall cigarets, and the Simoniz Company of Chicago have renewed their alternate-week sponsorship of "Big Story" (Friday, 9-9:30 p.m., EST). The American Tobacco renewal contract is effective March 12; the Simoniz contract became effective March 5. Both orders were placed through Sullivan, Stauffer, Colwell & Bayles, Inc.

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NBC-New York, 3/11/54

News

NBC SPOT SALES

OK

MENSING PROMOTED BY NBC SPOT SALES

Paul Mensing has been promoted to Division Radio Manager, NBC Spot Sales, Detroit. // Announcement of the promotion was made today by George Dietrich, national radio sales manager of the organization. Mensing was transferred from the Chicago office of NBC Spot Sales, where he had been an account executive.

Mensing has been with NBC Spot Sales since October, 1952. Previously he was a sales executive for the H.I. Christal Company, and before that was in the same capacity with the Crosley Broadcasting Corporation. He also was on the sales staff of WGN, Chicago.

He attended Northwestern University. He is married and has two children.

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NBC-New York, 3/12/54

NBC SPOT SALES

News

OK

FROMM JOINS NBC SPOT SALES PROMOTION DEPARTMENT

Bill Fromm has joined NBC Spot Sales as television promotion supervisor, H.W. Shepard, manager of New Business Development and Promotion, announced today.

Fromm came to NBC Spot Sales from the New York Journal American, where he was assistant promotion manager. He was with the newspaper for three-and-a-half years (1950-1954). Previously, he was a member of the advertising-research department of Newsweek (1948-1950).

He was graduated from the University of Illinois, School of Journalism, in 1948. During World War II he served in the U.S. Army in the European Theatre of Operations.

He is married, has one child, and lives in Flushing, N.Y.

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NBC-New York, 3/12/54

NBC SPOT SALES

News

OK

ARBUCKLE NAMED ACCOUNT EXECUTIVE AT NBC SPOT SALES

Richard C. Arbuckle has joined NBC Spot Sales as a radio account executive, Edwin T. Jameson, Eastern manager of Radio Sales for the organization, announced today.

"Arbuckle has a very comprehensive background of experience in radio sales and his record of sales management in Cleveland and in other industry sales jobs is outstanding," Jameson said in announcing the appointment.

Arbuckle was formerly general sales manager of WERE, Cleveland, Ohio. Before joining WERE in 1953, Arbuckle was for three years (1950-1953) an account executive with WCAU-TV-AM-FM, Philadelphia, Pa., and previously was an account executive in the New York office of Edward Petry & Company (1949-1950). Before entering the radio and television field, Arbuckle was assistant district manager of "Electrical Merchandising," and district sales manager of the Collman Manufacturing Corporation, Erie, Pa.

During World War II, he was a pilot in the U.S. Marine Corps. He was graduated from the University of Michigan.

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NBC-New York, 3/12/54

TIME MAGAZINE HAS JACK WEBB COVERED

Jack Webb, star of DRAGNET (NBC Radio, Tuesday, 9 p.m., EST, and NBC-TV, Thursday, 9 p.m., EST), is the cover-story subject in the current (March 15) issue of Time magazine.

The story traces the phenomenal rise of the popular actor from a modest start in San Francisco radio in 1945 to his current status as one of America's best known show business personalities. It occupies 16 columns on eight separate pages.

Boris Chaliapin painted the cover portrait of Webb. In addition, the feature story, which is titled "Jack,Be Nimble!" is illustrated with a double page of photos of candid "Faces from Dragnet," each caption containing characteristic lines from the episodes in which the subjects appeared. There are also pictures of his family, and Webb with Ben Alexander, who portrays his partner, Frank Smith, on the series; and Detective Sgt. Marty Wynn of the Los Angeles Police Department, who is a technical advisor on the show.

"'Dragnet' is not a whodunit at all," says Time, "and both murder and the sound of gunfire are rare on its shows...By using them (ordinary citizens) to dramatize real cases from the Los Angeles police files -- and by viewing them with a compassion totally absent in most fictional tales of private eyes -- Webb has been able to utilize many a difficult theme...with scarcely a murmur of protest from his huge public."

In promoting the story, Time is using large posters on magazine delivery trucks, as well as newsstand placards and advertisements in TV weekly listings books, bearing a photo of Webb as Sgt. Joe Friday, proclaiming "My Name's Friday...Time's Got Me Covered."

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NBC-New York, 3/12/54

THE MAGAZINE WHO THAT WAS GONNA

This week, what do Gabriel Ken Omoto, Timothy J Quinn, and UNC-TV, promoting, p.e.c., 207, in the documentary entitled the curtains (March 16) lumps at time magazine.

The story tracks the phenomenal rise of the popular actor from a modest start in sad frankfurt made in 1961 to his decision relize as one of America's best known and business personalities, in conjunction to coinside on eight consecutive years.

Both Omoto's parents the same nationality of birth. In addition, the training school, which is filming, "Pulsing studio" illustrated with a double page of stills of actors "Seen from behind." said caption concerning characteristic lines from the opening in which the analyzer appeared. Omoto has lived in Japan of his family and with his attendant, who performs his patients, from Smith, on the radial and detective 101. Omoto has of the top movie Police Department, and is a famous actor in the room.

"Dragnet" is not a whodunit in any sense. Just the music and the sound of gunfire are here to stay. By using time (ordinary citizens) to accentuate and amend that the for Martin Sheen tilles -- and by viewing them with a consciousness totally alone, in most fictional tales of crimes ever -- Sean has been able to utilize the a difficult theme...with entirely a degree of product from his own people.'

In promoting the movie, Tom is using local posters of musicians Sciarpy Tonka, as well as remaining plaintiff and correspondent in TV weekly listings books, leaving a quote of man to do. the Pulitzer, proclaiming "My name is Pulsing...There's not to be concerned."

(N.Y. Sun Times, 3/14/97)

NBC TRADE NEWS

March 15, 1954

NEW ORDERS AND CONTRACT EXTENSIONS ANNOUNCED FOR 'TODAY,' TOTALING 60 PARTICIPATIONS

Five new orders and two contract extensions for a total of 60 participations on NBC-TV's TODAY, early morning news and special events show, are announced today.

The new orders are from:

General Foods Corporation, Franklin Baker Division, maker of Log Cabin Syrup, for 21 participations, March 5-July 9, placed through Benton & Bowles, Inc.

Noxzema Chemical Co., Baltimore, Md., maker of Noxzema shaving products, for 13 participations, March 2-May 25, placed through David J. Mahoney Inc. of New York.

Kiplinger Washington Agency, Inc., of Washington, one participation, March 23, placed through Albert Frank-Guenther Law, Inc., of New York.

Tri State Plastic Moulding Co. of Chicago, maker of plastic houseware, one participation, March 16, placed through Ovesey, Berlow & Straus, Inc. of New York.

Curtis Publishing Company of Philadelphia, publisher of the Ladies' Home Journal, one participation, March 31, placed through Batten, Barton, Durstine & Osborn, Inc.

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Contract extensions have been received from:

Tetley Tea Co., Inc., of New York, 13 participations, April 2-June 25, placed through Geyer Advertising, Inc.

International Minerals & Chemical Corp., of Chicago, maker of Ac'cent, 10 participations, March 23-April 22, placed through Batten, Barton, Durstine & Osborn, Inc., Chicago office.

"Today" stars Dave Garroway and is seen Monday-through-Friday from 7-9 a.m., EST and CST.

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NBC-New York, 3/15/54

NBC COLOR TELECASTS FOR WEEK

(March 21- 27)

MONDAY, MARCH 22 and TUESDAY, MARCH 23 - 10:45-11 a.m., EST

-- THREE STEPS TO HEAVEN:

A television serial drama about a girl from the Midwest who becomes a photographer's model in New York; featuring Diana Douglas, Mark Roberts, Lori March, John Marley, Harry Holcombe, Mercer McLeod.

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NBC-New York, 3/15/54

NBC SPOT SALES

News

ELECTRONIC SALESMEN ENVISIONED WITH PRODUCTS IN FULL, RICH COLOR

Electronic selling -- with one salesman doing the work of hundreds and simultaneously calling on chain-store buyers all over the country -- was envisioned today by Max E. Buck, director of merchandising for NBC-owned radio and television stations.

Speaking today before the Grocery Manufacturers Representatives at the Hotel Astor, New York, Buck predicted that the knock-on-the-door, pound-on-the-pavement type of product salesmen may follow the ice-box and horse-and-buggy into oblivion.

Buck pictured a single master salesman, standing before a camera in his home office and speaking to buyers sitting in their own chain-store offices before a "Buyer's Screen."

"In full rich color, the new product will be submitted for consideration to buyers everywhere, at once," Mr. Buck said.

"The electronic salesmen will show the package, open it, point out its packaging advantages, pour out the product, show it and demonstrate it. Trained home-economists will give tips on its use, and merchandising men will give advice on how to sell it fastest and most profitably. Ad specialists will show retailers how to tie-in in their own advertising.

"It will be the end of all private deals, special favors. For there on the buyer's screen, for all to see, will be the price,

(more)

the terms, the delivery date -- giving all retailers equal opportunity to buy wisely and well."

Electronic selling was described as the inevitable next step, after color television revolutionizes the buying habits of American consumers.

"Chain buyers for the first time will buy the way home-makers will buy -- through color television. They will be moved by the same things that move home-makers to buy -- through the appearance of the product, the value of the product, its many uses."

"It will end the great guessing game in which buyers now too often indulge -- 'Will the women buy it?' -- a guessing game which comes from buyers who often have different standards for measuring an item's worth in the office than home-makers have sitting before their TV screens.

"While all this may mean the death of a salesman as he now is, it will mean the birth of a new kind of a salesman -- the retail expediter. He will be the liaison man between the retail store, the chain headquarters and his own executive staff.

"He will be the scientist in the great retail laboratory, determining new ways to sell more of his product once it reaches the retail floor. From him will come retail selling techniques not yet dreamed of."

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NBC-New York, 3/15/54

OHIO GOVERNOR'S WIFE PRAISES CONTENT OF NEW NBC-TV 'HOME' SERIES; MORE APPLAUSE COMES FROM OHIO STATE U. HOME ECONOMICS HEAD

Mrs. Frank J. Lausche, wife of the governor of Ohio, has issued a statement of her views on NBC-TV's new show for women, HOME (NBC-TV, 11 a.m. - 12 noon, EST).

Mrs. Lausche declares that the show is a "well-rounded program for modern women...that gives complete over-all coverage of every phase of a woman's life from the rearing of her family to her leisure time activities."

With Ohio one of the first three states to send in samples of its soil for "Home's" gardening plot, the "growery," Mrs. Lausche expressed herself as especially interested in this segment of the show. This stands to reason since the garden of the governor's mansion contains 12 kinds of vegetables and between 25,000 and 30,000 individual plants.

Other features of the show praised by Mrs. Lausche were the home decoration segments under the direction of Sydney Smith (Mrs. Lausche is herself a graduate of the Cleveland School of Art's interior decoration department) and the family affairs section under Dr. Rose Franzblau.

Mrs. Lausche had one suggestion to make: She hopes that Elinor Ames' etiquette division will devote time to courtesy on the highways: "If that can be incorporated into a talk on good manners, think how many accidents might be prevented and how many lives might be saved."

(more)

Another prominent Ohioan, Dr. Gladys Branegan, director of the School of Home Economics at Ohio State University, was so interested in the program that she sent notices to members of the faculty in her department inviting them to watch the premiere show with her. After the telecast she commented:

"All the advance information regarding the subjects and staff sounded promising and the show lived up to it. The wide range of subjects...testify to the fact that more and more people are conscious there is more to the job of home-making than appears on the surface. The cooperation of these specialists with experts in the TV field should result in the presentation of important information in a highly entertaining manner."

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NBC-New York, 3/15/54

NBC TRADE NEWS

March 16, 1954

TOP RODGERS AND HAMMERSTEIN HITS WITH NOTED STARS PARTICIPATING WILL BE PRESENTED ON GALA 'GENERAL FOODS 25TH ANNIVERSARY SHOW'

- - -

1½-Hour Program Will Be Presented Over 2 TV Networks March 28

Richard Rodgers and Oscar Hammerstein, famed composer-lyricist team, will announce tomorrow (Wednesday, March 17) the stars and production numbers to be seen on the special hour-and-a-half, two-network "General Foods Twenty-fifth Anniversary Show" over NBC and CBS television Sunday, March 28 (8-9:30 p.m., EST).

This cavalcade of top Broadway musicals will enable viewers across the nation to enjoy outstanding production numbers from the great Rodgers and Hammerstein musicals just as they were staged in the original hit shows.

This will mark the first time since Rodgers and Hammerstein formed their talented partnership 11 years ago that they will enter television as a team with their own production based on the outstanding numbers from their decade of musical hits. The shows written by the duo are "Oklahoma!," "Carousel," "Allegro," "South Pacific," "The King and I" and "Me and Juliet."

(more)

It is anticipated that many of the stars who appeared in these musical history-makers will re-create their original roles. They will be augmented by top names in showbusiness.

Rodgers and Hammerstein already have named four prominent television figures as their production associates. They are Ralph Levy, producer-director; Samuel Taylor, writer; Harry Sosnik, musical conductor; and Richard Jackson, set designer.

"The General Foods Twenty-fifth Anniversary Show" will replace the "Colgate Comedy Hour" regularly seen from 8-9 p.m., EST, and one-half hour of the "Goodyear Television Playhouse" regularly seen from 9-10 p.m., EST, for this date only.

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NBC-New York, 3/16/54

NBC TRADE NEWS

OK

'INHERITANCE,' NEW NBC RADIO NETWORK SERIES PREPARED WITH AMERICAN LEGION, WILL FEATURE HISTORIC TURNING POINTS

- - -

Dramatic Programs Pointing up American Heritage and Character Will Be Produced and Directed by Albert McCleery

The American Legion will join with the National Broadcasting Company in the presentation of a new 13-week radio network program series designed to build deeper public understanding of the American heritage and character which underlie the nation's freedom.

Announcement of the new series, which will be titled "Inheritance," was made ~~today~~ by William H. Fineshriber Jr., Vice President in charge of the NBC Radio network. Fineshriber said the series has been under development with the American Legion's national public relations office for over a year.

A new positive undertaking in American historical drama, "Inheritance" will be broadcast Sundays from 10 to 10:30 p.m., EST, starting April 4. It will be based on great turning points in American history, on great decisions along the road to freedom. Albert McCleery will produce and direct the series, which will originate in Hollywood. An official of the American Legion will speak briefly at the close of each of the weekly dramatizations.//

In announcing the new series, Fineshriber said:

(more)

"The program will seek out historic public decisions which illuminate the character of the American people and the American nation. Each broadcast will be an example of the great contributions individual Americans have made to American society and to the idea of American freedom. The program will offer a way to support and to strengthen the freedoms which are our American heritage.

"It is our belief that the entire series will be another potent weapon against Communism, because it will be positive, because it will tap basic resources of American history, past and present, and because it will preach hope."

The first broadcast, "When Washington Refused a Crown," will depict a dramatic episode in which Washington put an end for all time to the scheming which would have destroyed the country's republican form of government by establishing a monarchy with Washington as king. At that time he quelled an incipient mutiny among his officers in a moving address.

The second broadcast, "The Story of Oliver Pollack," will portray an American business man who played a great but little-known part in making the War for Independence a success. He was an Irish immigrant who made a fortune in New Orleans and who advanced on behalf of the Continentals as much as $3,000,000, a vast sum then. He financed the expedition of George Rogers Clark to capture the Midwest.

"The Story of Dorothea Dix," the third broadcast, will focus attention on the many humanitarian causes which are so distinctive a part of the American scene. Dorothea Dix forced reform of the country's poorhouses, insane asylums and public hospitals.

(more)

3-'American Legion'

In a statement commenting on the new series, Arthur J. Connell, national commander of the American Legion, said:

"NBC's announcement of its new radio network American history program, 'Inheritance,' is good and important news for all Americans who are aware of the need for a deeper understanding of our national heritage and character which underlie our free way of life. There are in the world two completely opposed systems of government, the atheistic way of the Communists which is based on enslavement of men, and the American way, which is founded on freedom. It is not enough merely to denounce Communism. In our fight against it, we need to show the positive side of our philosophy, and to remind Americans and the world, that our freedoms and our way of life were not easily achieved; and to salute with reverence and appreciation the heroes of American history, both great and small, who have made this possible. We Americans have an obligation and a duty to our children, and to all the free world, to broadcast the story of America and Americanism. This series in essence follows the preamble to the Constitution of the American Legion, '...to foster and perpetuate a 100 per cent Americanism.'

"The American Legion is delighted to have this opportunity of cooperating with the National Broadcasting Company in this positive, challenging venture in American historical drama. We believe this series will bring to the American people, not only superb entertainment and the finest type of education in American ideals, but a better understanding of American moral foundations. Facing, as we do, an enemy without moral values, such a series puts into our hands a great weapon against Communism."

(more)

4 - 'American Legion'

Albert J. McCleery, who will produce and direct "Inheritance," was a lieutenant colonel in the Army Signal Corps during World War II. He covered photographic assignments, was a paratrooper and eventually became aide de camp to Field Marshal Sir Thomas Blamey of Australia. His military decorations include the Bronze Star and the Silver Star.

After the war, McCleery headed the American University Theatre in Biarritz, France, then returned to New York and Fordham University, where he built up the college theatre to top rank. He has been a producer-director at NBC since May of 1949 and was made an executive producer in September, 1953. He produced the "Cameo Theater," which introduced theater-in-the-round techniques to television, and is executive producer of NBC's "Hallmark Hall of Fame."

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NBC-New York, 3/16/54

3 HAWAIIAN STATIONS ADDED TO NBC RADIO NETWORK; NEW MEXICO STATION TO JOIN JUNE 1

Three stations in the Hawaiian Islands were added to the NBC Radio Network this week, and another in New Mexico will join NBC on June 1, it was announced today.

The three in the Hawaiian Islands, known as the "All Islands Network," joined NBC through an arrangement with the network's affiliate KGU in Honolulu. They bring an additional audience of more than 150,000 listeners to NBC advertisers, and will be fed by KGU in Honolulu. The three stations are:

Station	Location	Frequency	Power
KMVI	Maui	550 kc	1000 Watts
KIPA	Hilo	1110 kc	1000 Watts
KTOH	Kauai	1490 kc	250 Watts

The New Mexico station joining the network June 1 is KSWS in Roswell. It is owned by John A. Barnett and operates on 1230 kilocycles with a power of 250 watts.

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NBC-New York, 3/16/54

NOTE TO EDITORS:

J. Fred Muggs, featured chimpanzee on NBC Television's TODAY program, will be two years old on Wednesday, April 14. A birthday party will be held for him during the telecast of that date. Details will be published later.

Updated biographical material is being assembled for release shortly. Meanwhile, this note is issued to the press to alert editors with long deadlines.

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WDEF-TV IN CHATTANOOGA IS AFFILIATED WITH NBC NETWORK

Affiliation of station WDEF-TV in Chattanooga, Tenn., with the NBC-TV network was announced today by Harry Bannister, NBC Vice President in charge of Station Relations.

Operating on Channel 12, WDEF-TV will go on the air with interconnected network service about May 1. It will offer unduplicated coverage to a market area of 158,000 families and a population of 597,000 in 11 counties in Southeast Tennessee, seven counties in Northwest Georgia and two counties in Northwest Alabama.

Carter M. Parham is president of the WDEF-TV Broadcasting Company.

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NBC-New York, 3/16/54

NBC TRADE NEWS

March 17, 1954

'JUSTICE!'

- - -

New NBC-TV Series to Dramatize National Legal Aid Cases; Program Will Be Sponsored by Borden Company

JUSTICE! -- a new dramatic series based on actual cases handled by member societies of the National Legal Aid Association -- will start on NBC-TV Thursday, April 8 (8:30 p.m., EST). The half-hour weekly program, to be telecast "live" from New York, will be produced by John Rust and Talent Associates Limited.

"Justice!" replaces "Treasury Men in Action," which gives its last performance on NBC-TV April 1. The Borden Company, sponsor of the outgoing show, will continue in the time period as sponsor of "Justice!" Young and Rubicam will continue to handle the account.

In realistic fashion, "Justice!" will present true stories of the justice and injustice, heartache and danger actually experienced by every-day people in all walks of life, and the manner in which Legal Aid helped solve their problems.

Top-flight video writing talent is being assigned to "Justice." Already committed for scripts are such well-known writers as Robert Alan Aurthur, Irving Gaynor Neiman, Earl Hamner, N. Richard Nash, Tad Mosel, David Davidson and Andrew Russell. Westbrook Van Voorhis will be heard as announcer and narrator.

Ralph Norman will direct the music for "Justice!" Settings will be created by Robert Wade. Bob Costello is production manager.

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NBC TRADE NEWS

March 17, 1954

'TELEPHONE HOUR,' RENEWED FOR 52 WEEKS, WILL START 15TH YEAR ON NBC RADIO WITH BROADCAST OF APRIL 12

The TELEPHONE HOUR, sponsored by Bell Telephone System, has been renewed on the full NBC Radio Network for 52 weeks, it was announced today by Fred Horton, director of sales for the network The program will mark the start of its 15th year with the broadcast of Monday, April 12.//

The contract signed through N.W. Ayer & Son, Inc., is effective with the April 12 anniversary program, which will feature the American soprano Eileen Farrell as guest soloist with the Bell Symphony Orchestra and chorus under direction of Donald Voorhees.

The series, which is heard each Monday from 9-9:30 p.m., EST, has presented each week the world's most distinguished instrumental and vocal stars. Donald Voorhees, the music director of the program, has filled that post since the program's inception in 1940. He has been singled out year after year for special awards, including two honorary doctor's degrees.

When the program went on the air it featured two regular soloists, James Melton and Francia White, who were heard weekly with the orchestra and chorus under Voorhees' direction. However, with the start of the third year, the program switched to its current "great artists" series.

(more)

Although the list of artists changes from year to year, there remain three who appeared the first season of the series: Jascha Heifetz, Lily Pons and Marian Anderson. Others who have appeared recurrently are Ezio Pinza, Bidu Sayao, Robert Casadesus and Nelson Eddy.

So many distinguished artists have appeared on the program in the last 13 years that the list reads like a who's who in music. Among them have been, in addition to the above named. Josef Hoffmann, Grace Moore, Helen Traubel, Lauritz Melchior, Maggie Teyte, Fritz Kreisler, Zino Francescatti, Blanche Thebom, Ferruccio Tagliavini, Pia Tassinari, Clifford Curzon, John Charles Thomas, Andres Segovia, Artur Rubinstein, Oscar Levant, Gregor Piatigorsky, George London, Brian Sullivan, Grant Johannessen, Michael Rabin, Igor Gorin, Lucile Cummings, Jussi Bjoerling, William Kapell, Claudio Arrau, Cloe Elmo and many others.

Many distinguished artists made their first American appearance on the series including Fritz Kreisler, who made his radio debut in 1944; Maggie Teyte, Ferruccio Tagliavini, Pia Tassinari, Clifford Curzon and others. Barbara Gibson, successful American coloratura soprano, made her professional debut on the series.

Music director Voorhees and producer Wallace Magill have emphasized in recent years the appearances of American artists. In the list of soloists being prepared for the coming year many American singers and pianists will be included. Theodor Uppman, prominent American baritone, will make his debut on the program on April 19.

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NBC-New York, 3/17/54

NBC TRADE NEWS

March 17, 1954

ENTERTAINMENT 'GREATS' WILL BE SEEN IN RODGERS AND HAMMERSTEIN HIT NUMBERS IN 1½-HOUR 'GENERAL FOODS 25TH ANNIVERSARY SHOW'

An array of show business "greats," including Mary Martin, Ezio Pinza, Tony Martin, Rosemary Clooney, Jack Benny, Groucho Marx, Ed Sullivan, Edgar Bergen and Charlie McCarthy, Patricia Morison, John Raitt, Jan Clayton and Gordon MacRae, will dazzle the nation's TV audience in a special 90-minute cavalcade of numbers from the six Broadway hit musicals of Richard Rodgers and Oscar Hammerstein II on Sunday, March 28.

Titled "The General Foods 25th Anniversary Show," this television extravaganza will be seen over both NBC and CBS from 8 to 9:30 p.m., EST.

In an informal press statement, Rodgers and Hammerstein, who will produce the show, expressed satisfaction that the enormous number of televiewers will be able to see for the first time portions of their musical hits as they originally were produced on the New York stage.

(more)

"Excerpts from our shows often have been seen on TV," said Rodgers, "but they never were presented under our direct supervision. I am happy that we will have the chance to do some highlights from our six shows on television in our own way."

Hammerstein hailed TV as a splendid means of bringing the musical theatre to millions of Americans in their own homes.

"Such shows of ours as 'Oklahoma!' and 'South Pacific'," he said, "have been seen by literally millions of theatregoers in this country and in other parts of the world in the 11 years of our collaboration. But even these large numbers will seem small compared to the total of persons who will witness this program in the space of an hour and a half."

The "General Foods 25th Anniversary Show" will be comprised of the most memorable excerpts from "Oklahoma!," "Carousel," "Allegro," "South Pacific," "The King and I" and "Me and Juliet."

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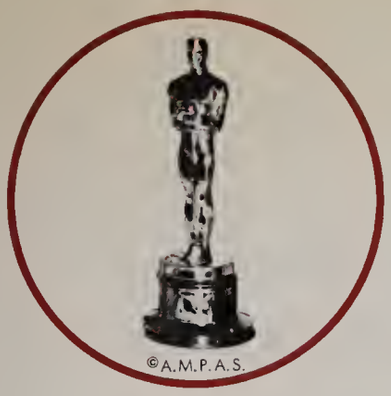
NBC-New York, 3/17/54



26TH ANNUAL ACADEMY AWARDS ON NBC

academy of motion picture arts and sciences awards on television and radio thursday march 25 10:30 pm (est)

RAYMOND BURR AND RICHARD CARLSON TO BE COMMENTATORS FOR TV AND RADIO, RESPECTIVELY, ON NBC ACADEMY AWARDS SHOW

Raymond Burr will serve as commentator for the telecast of the 26th annual Academy Awards presentation program at the RKO Pantages Theatre in Hollywood Thursday, March 25, Mitch Leisen, general director of the show, announced today.

Richard Carlson will be radio commentator for this year's program, which will be broadcast and telecast over the combined facilities of the National Broadcasting Company, with Oldsmobile sponsoring.

The program will be on the air from 10:30 p.m. - 12 Mid., EST. Leisen also appointed Billy Daniel to serve as choreographer for the production numbers which will be staged for the five nominated songs.

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NBC-New York, 3/17/54

'KEYS TO THE CAPITAL,' NBC BEHIND-THE-SCENES SERIES, WILL OPEN DOORS TO BIG STORIES OF WASHINGTON ORIGIN

Behind-the-scenes stories of Washington, from the Pentagon to the Department of State, from the U.S. Senate to the Supreme Court, will be told by a battery of NBC's ace reporters in a new series of Wednesday evening commentaries commencing March 24 NBC Radio Network except WNBC at 10:30-11 p.m., EST.

Entitled KEYS TO THE CAPITAL, the program will "open doors" in the nation's capital with background reports, summaries, analyses and original interviews with the people who make history.//

Many of NBC's seasoned correspondents will participate in the weekly round-ups. They include, among others, Earl Godwin, Joseph C. Harsch, David Brinkley, Richard Harkness, Leif Eid, Ray Scherer.

Production will be under the joint direction of Joseph O. Meyers, central news desk manager of NBC in New York, and Julian Goodman, NBC news chief in Washington.

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NBC-New York, 3/17/54

TAKE YOUR PICK -- NIELSEN, ARB OR TRENDEX -- AND FIND NBC-TV OUTDISTANCING OPPOSITION IN LEADERSHIP

Nielsen, ARB or Trendex -- take your pick and you'll find NBC-TV shows outdistancing all opposition for leadership positions.

Latest evidence to point up the network's pre-eminence in ratings, and programming, is the just released Trendex TV program popularity report for March, which lists 6 NBC-TV programs in the top 10.

These shows, their ranks and ratings, are: DRAGNET, second, 45.7; YOU BET YOUR LIFE, fifth, 37.8; THIS IS YOUR LIFE, sixth, 36.4; TREASURY MEN IN ACTION, eighth, 33.7; THE BUICK-BERLE SHOW, ninth, 32.6; COLGATE COMEDY HOUR, 10th, 32.1.

The latest Trendex report backs up the newest Nielsen ratings, which give NBC-TV 7 of the top 10, and 12 of the top 15 programs, and the figures of the American Research Bureau, which show NBC-TV with 6 of the top 10, and 8 of the top 15 shows.

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THIS YOUR TIME — DECIDING, ARE YOU PLANNING — AND PREPARING — FOR DEC-27 INTERVENTION, ORIENTATION IN LAUNDERET

Krakow, 28b on Trendon — Lake Dove pilot Ian Jewell flew DEC-27 down suddenly, all unwitting into Trendonian conditions.

Lasers activated as pedal on our motorcycle's ignition to ensure, and preparation, of the just delayed Trendon 27 arrival (another Trendon 27 model, which lives i DEC-27 provides, in the [illegible]).

Trend around Dell's hand and radios, the [illegible] around, [illegible] you DEC TRON [illegible] [illegible] Trend 27 TRON [illegible] [illegible] Trendon and [illegible] action, alpha [illegible] THE DEC-TRON [illegible] [illegible] [illegible] [illegible] [illegible].

The Lasers Trendon [illegible] made up the [illegible] [illegible] [illegible] [illegible] DEC-27 [illegible] [illegible] and 12 of the [illegible] [illegible] and the [illegible] of the Dominion Mission Bureau, which also DEC-27 also [illegible] of the [illegible] and [illegible] [illegible] [illegible] 15 [illegible].

NANCY HERBERT
ROOM 320

2 COPIES Y-H

NBC TRADE NEWS

Send release

March 18, 1954

NBC ADVERTISING ACTIVITIES CONSOLIDATED UNDER JACOB A. EVANS AS DIRECTOR OF NATIONAL ADVERTISING AND PROMOTION

A consolidation of NBC's national advertising activities under Jacob A. Evans as director of national advertising and promotion was announced today by Robert W. Sarnoff, Executive Vice President.

Evans, who will report to Mr. Sarnoff, will be responsible for all national advertising and all national direct mail promotion for the various operating divisions of the company, for all NBC institutional advertising, and for all network audience promotion.

"The operating divisions of the company will continue to be responsible for sales presentations, sales information material, program availability data and promotional material for sales development within their individual fields," Mr. Sarnoff said. "The Owned and Operated Stations will be wholly responsible for their own on-the-air promotion. Local promotion campaigns on behalf of individual Owned and Operated Stations will be coordinated with the National Advertising and Promotion Department at the planning stage, and will be conducted by the individual stations in accordance with the general pattern developed from such coordination."

(more)

In connection with the consolidation, Mr. Sarnoff also announced the following appointments and responsibilities:

Ridgway Hughes, named Radio Network sales presentation manager, is responsible for all sales presentations, and sales and program availability information material for the NBC Radio Network, and reports on these matters to Fred Horton, director of Radio Network Sales.

David Hedley, Television Network sales presentation manager, is responsible for similar functions for the Television Network, reporting on these matters to Walter Scott, administrative sales manager.

Harold Shepard, manager of new business and promotion for the Spot Sales Department, is responsible for that department's sales presentations, research, sales and program availability information, promotion assistance to represented stations, sales planning and new business development, reporting on these matters to Thomas McFadden, director of national spot sales.

Reporting to Evans in the National Advertising and Promotion Department are: John Porter, national sales promotion manager; Clyde Clem, national audience promotion manager, and John Graham, art director.

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NBC-New York, 3/18/54

STATIONS IN OREGON AND CALIFORNIA JOIN NBC-TV

Two more stations in the Far West have joined the NBC-TV network, Harry Bannister, NBC Vice President in charge of Station Relations, announced today.

Station KBES-TV at Medford, Ore., has signed as an interconnected affiliate, operating on Channel 5. The station, which is already on the air, is owned by the Southern Oregon Broadcasting Company. It offers unduplicated coverage to a market area of 30,900 families and a population of 94,400.

Station KIEM-TV at Eureka, Calif., has signed as a non-interconnected affiliate. Operating on Channel 3, this station also is already on the air. It offers unduplicated coverage to a market area of 24,600 families and a population of 76,400. KIEM-TV is owned by the Redwood Broadcasting Company.

William B. Smullin is president of both the Redwood Broadcasting Company and the Southern Oregon Broadcasting Company.

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NBC-New York, 3/18/54

NBC COLOR TELEVISION NEWS

'AMERICAN INVENTORY' TO BE TELECAST IN COLOR MARCH 28 WITH PROGRAM ON 'BOTANICAL GARDENS'

The extent and variety of the plant kingdom will be explored by NBC-TV's AMERICAN INVENTORY cameras when the program is telecast in RCA compatible color Sunday, March 28 (2 p.m., EST). The telecast will be seen on the nation's existing receivers in high-quality black and white.

Titled "Botanical Gardens," the telecast will examine medical, economic and horticultural aspects of botany, looking into the raising of plants for food, drugs, plastics and aesthetic pleasure. Plants from the New York Botanical Gardens will be transported to the Colonial Theatre, New York, where the telecast will originate in a conservatory setting.

Participants from the New York Botanical Gardens will include Dr. William J. Robbins, scientific director; David Keck, head curator; T.H. Everett, horticulturist; P.P. Pirone, plant pathologist, and L.P. Politi. Hugh Downs will be host.

"American Inventory" is presented under a grant from the Alfred P. Sloan Foundation. William Hodapp is producer, Robert Wald associate producer.

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NBC-New York, 3/18/54

NBC COLOR TELEVISION NEWS

MICHAEL HORTON, OF THE NBC PRESS DEPARTMENT STAFF, TELLS PHILADELPHIA PUBLIC RELATIONS MEN OF COLOR TV'S IMPACT

The National Broadcasting Company's activities in color television and the value of the new medium as a public relations tool were discussed by Michael Horton, NBC's press representative for color, in a talk before the Philadelphia Public Relations Association today (Thursday, March 18) at Philadelphia's Ritz-Carlton Hotel.

Horton said that color permits the presentation of public relations themes with an impact never before possible. "This medium," he told his public relations audience, "combines sight, sound, color and movement, and allows you to tell your story, right in the public's homes, in a way never before possible."

The perfection of color film broadcasting under the RCA color system, he added, increases still further the effectiveness of color television as a public relations tool. "The RCA color system faithfully reproduces any commercially acceptable film, regardless of process, and will be a useful vehicle for presenting institutional and consumer-education films which are a standard tool of public relations."

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NBC-New York, 3/18/54

FELLOWSHIP COMMISSION TO HONOR WRITER MORTON WISHENGRAD

Morton Wishengrad, writer of NBC's "Eternal Light" radio program and its "Frontiers of Faith" television program, will receive a national citation from the Philadelphia Fellowship Commission March 24 at a "Press for Freedom" dinner at the Bellevue-Stratford Hotel in Philadelphia.

Wishengrad will be honored for "outstanding contributions through television and radio to better inter-religious understanding," according to the announcement by Clarence E. Pickett, president of the Fellowship Commission. Among Wishengrad's notable contributions to the "Eternal Light" series have been "Moses Mendelssohn," "How They Knocked the Devil out of Uncle Ezra," "Gandhi" and "The Tender Grass." Among the notable TV dramas he has written for "Frontiers of Faith" have been "The Remarkable Adventures of Deuteronomy Katz," "The Passover of Rembrandt van Rijn" and "Moses Mendelssohn."

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NBC-New York, 3/18/54

NBC TRADE NEWS

March 19, 1954

NBC LEASES NEW YORK'S FAMED CENTURY THEATRE FOR CONVERSION TO MODERN TELEVISION STUDIO

The celebrated Century Theatre in New York has been leased by the National Broadcasting Company under a long-term arrangement and will be converted into a modern studio for the production of television programs, it was announced today by Leonard Hole, NBC's director of production.

NBC engineers already are at work at the Century, charting its conversion into a TV playhouse. The network will take full possession of the house on March 28 and expects to originate shows from there by June 1. The theatre is located on Seventh Avenue between 58th and 59th Streets.

Originally named for Al Jolson and known for years as Al Jolson's Fifty-Ninth Street Theatre, the playhouse has had a glittering existence since its opening on Oct. 6, 1921. Its first attraction was "Bombo," starring the great Jolson himself, and featuring tunes by Sigmund Romberg. Other early spectacles of note at the theatre included the original production of "The Student Prince" (Dec. 2, 1924), with Howard Marsh, Carl Formes, Ilse Marvenga and Violet Carlson; the Shuberts' production of "The Nightingale" (January, 1927),

(more)

with Eleanor Painter singing the title role of Jenny Lind; and "White Lilacs," telling the story of Chopin and George Sand, and starring Guy Robertson and Odette Myrtil.

In later years, the Century Theatre numbered among its tenants the Shakespeare Theatre in 1932-33, the Federal Theatre Project (1937), the Yiddish Art Theatre under Maurice Schwartz (1938), "Follow the Girls" in 1944,"Up in Central Park" and "Are You With It?" in 1945, the Old Vic Theatre Company in 1946, "High Button Shoes" in 1947, "Inside U.S.A." in 1948, "Kiss Me Kate" beginning in 1948, "Don Juan in Hell" in 1951, and "John Brown's Body" in 1953.

The theatre is being leased by NBC from the Shuberts.

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NBC-New York, 3/19/54

NBC TRADE NEWS

March 19, 1954

CROSLEY DIV. OF AVCO MFG. CORP. RENEWS
FOR 39 MORE PARTICIPATIONS ON 'HOME'

They came, they saw, they liked -- and they renewed.

That's the story behind today's order from the Crosley Division of Avco Manufacturing Corp. for 39 more participations on the NBC-TV new service program for women, HOME.

As one of the first sponsors of the "Home" show, Crosley originally bought in for 13 participations, beginning March 10. So satisfied was the client with the highly-acclaimed program that within a few days it ordered 39 more participations, or a total of 52 over a year's period. The order was placed through Benton & Bowles, Inc.

Featuring Arlene Francis as editor-in-chief, "Home" is seen Monday through Friday from 11 a.m.-12 noon, EST.

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NBC COLOR TELEVISION NEWS

FIRST 'HOME' COLORCAST TO SHOW CAPITAL'S CHERRY TREES MARCH 31; SHRINER AND TILLSTROM HIGHLIGHTED IN BLACK-AND-WHITE SCHEDULE

NBC-TV's new HOME show will be telecast in color for the first time on Wednesday, March 31 (11:00 a.m. - 12:00 noon, EST) when the major portion of the program will originate live underneath the famous cherry blossom trees in Washington, D.C.

The Washington portion of the program, which will be telecast by NBC's special mobile color unit in compatible color (and will be seen on existing sets in black and white), will consist of the following segments:

Garden editor Will Peigelbeck will discuss the care and growth of cherry trees and will show viewers the two original cherry trees planted in Washington, as well as the others which should be in full bloom at the time.

Eve Hunter will present a preview of the annual Mayflower Hotel fashion show on the lawn beneath the trees.

"Home" viewers will also be shown two outdoor picnics -- one elegant and the other informal. Special guests attending the picnics will be the wives of some of Washington's leading political figures.

A special feature on city planning will be conducted by "Home's" editor-in-chief Arlene Francis. Filmed aerial views of Washington's slum areas will be shown, and plans now underway to improve these conditions will be discussed.

(more)

To add further color, the Japanese Embassy will provide a group of attractive Japanese girls garbed in colorful native costumes and a number of models will be seen, each accompanied by a military escort in dress uniform.

Commercials for "Home" on this date will be done in black and white and will originate from the program's own permanent set on West 67 Street in New York City.

Other features to be seen on "Home" during the week of March 29 include a fashion showing of Easter suits on Monday, March 29 with commentary by TV humorist Herb Shriner; a discussion of brother and sister relationships by Dr. Rose Franzblau in the family affairs department and a leisure time segment with Shriner, Gloria Vanderbilt Stokowski and "Home" editor Arlene Francis on "painting as a hobby."

On Tuesday, March 30 Burr Tillstrom, creator of NBC-TV's famous "Kukla, Fran and Ollie" troupe, will be "Home's" special guest and will talk about "interesting your family in making puppets." It is rumored that Tillstrom might be assisted by his friends and alter-egos, Kukla and Ollie. Features on out-of-doors furniture will be presented by home decorations editor Sydney Smith and "how-to-do-it" specialist Will Peigelbeck who will tell us how to care for our out-door tables and chairs.

On Thursday, April 1 the theme on "Home" will be "April Showers." Rainwear will be modeled in abundance and viewers will be given tips on how to spend those upcoming rainy days profitably making slip covers for the living room and how to obtain a home permanent wave. The series' health editor, Dr. Leona Baumgartner, will present a special feature on common "health superstitions."

On Friday, April 2 Etiquette editor Elinor Ames will discuss "party manners" on "Home"; Sydney Smith will show how to convert a door into an attractive table and, in the leisure time department, Arlene Francis will present a roundup of family activities for the weekend.

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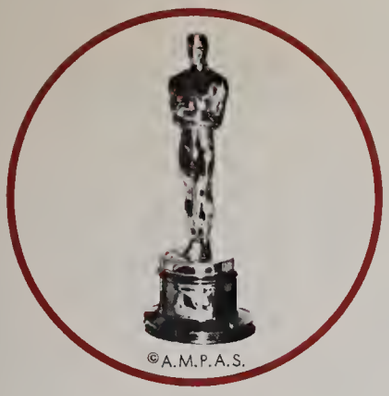
NBC-New York, 3/19/54



26TH ANNUAL ACADEMY AWARDS ON NBC

academy of motion picture arts and sciences awards on television and radio thursday march 25 10:30 pm (est)

UN DELEGATES, EMBASSY OFFICIALS AND SHOW WORLD NOTABLES

WILL ATTEND N.Y. PORTION OF ACADEMY AWARDS CEREMONIES

Many delegates to the United Nations, and stars of the entertainment world, are among the noted guests who have accepted invitations to attend the New York part of the 26th annual awards ceremony of the Academy of Motion Picture Arts and Sciences Thursday, March 25 (NBC-TV and Radio, 10:30 p.m., EST) at the Center Theatre.

A large part of the program will originate in Hollywood.

Acceptances have been received from:

Luis Melo Lecaros, UN Delegate from Chile; Francisco Urrutia, UN Delegate from Columbia; Dr. Manuel Nunes da Silva, Portuguese Consul General; Mahmoud Foroughi, Consul General of Iran; Artturi Lehtinen Consul General of Finland; Eero Korpivaara, Commercial Secretary of Consulate General of Finland; Moshe A. Tov, UN Delegate from Israel.

Also, Dr. Sudjarwo Tjondronegoro of the Indonesian Delegation to UN; Halim Shebea, Consul General of Lebanon; U Ba Maung, Consul of Union of Burma; Romesh Bhandari, Consulate General of India; Necdet H. Kent, Consul General of Turkey; H.E. Dr. Eladio Trejos Flores UN Delegate from Costa Rica; Mohammad Akbar, Secretary of the Afghanistan Consulate; Awni Khalidy, UN Delegate from Iraq; Rouhi Jamil, Consul General, of Syria; Ambassador Asad Al-Faqih, UN Delegate from Saudi Arabia; Eduardo Carrizosa, UN Delegate from Columbia; J. Hass-Heye, Information Officer of German Consulate General; and Eduardo Arze Quiroga, UN Delegate from Bolivia.

Also, Alberto Canedo, Consul General of Bolivia; D.M. Johnson, UN Delegate from Canada; Jorge Ortiz Rodriguez, Consul General from Columbia; Mark E. Allen, United Kingdom Delegate to UN; Rafik Asha, Delegate of Syria to UN; Dr. Fernando Garcia Olano, UN Delegate of Argentina; Lt. General E.K. Smart, Australian Consul General; J. Fernandez Davila, Consul General of Peru.

(more)

Also Leopoldo Benitas, UN Delegate from Ecuador; Henrich Haymerle, from the Office of Permanent Observer of Austria to UN; Col. Ben C. Limb, from the Office of Permanent Observer of Korea to UN; Renzo Sawada, from the Office of Permanent Observer of Japan to UN; Achmad Natangara, Consul General from Indonesia; Joaquin E. Salazar, Consul General of the Dominican Republic; Major General Abdel Hamid Ghaleb, UN Delegate from Egypt.

Also Dr. A.G. Ardalan, of Iranian Delegation to UN; Fernando Travianino, Consul General from El Salvador; Drago Govorusic, Consul General of Yugoslavia; Masao Yagi, Japanese Consulate General; Avraham Harman, Consulate General of Israel; Jose Miguel Ribas, Cuban Delegation to UN; Dr. H.R. Wei, Delegate from China to UN; Chun-Ming Chang, UN Delegate from China; D.J. von Balluseck, Delegate from Netherlands to UN; Baron J.A. de Vos van Steenwijk, Consul General of the Netherlands; Delfin Enrique Paiz, Venezuelan Consulate General; Ambassador Carlos Holguin, UN Delegate from Peru; Enrique Bustos, Consul General from Chile; Jacques de Thier, Consul General of Belgium; D. Dunlop of the New Zealand government office, Thanat Khoman of the Thailand Delegation and Leon Pignon, UN Delegate from France.

Early acceptances among show business personalities have come from Barney Balaban, president of Paramount Pictures; Leo Jaffe, vice president of Columbia Pictures Corp.; playwright Garson Kanin, opera singer Roberta Peters, and performers Clifton Webb, Rita Gam, Thelma Ritter and Conrad Nagel, who was emcee in New York for last year's Academy Awards ceremony.

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NBC-New York, 3/19/54

March 19, 1954

NBC COMMENTATOR PAULINE FREDERICK WINS DuPONT AWARD;
FOUNDATION ALSO HONORS FOUR NBC AFFILIATED STATIONS

FOR RELEASE FRIDAY, MARCH 26

Pauline Frederick, the only woman network news analyst on the air, has been named winner of the 11th annual commentator's award for 1953 by the Alfred I. DuPont Awards Foundation in Radio and Television, of Washington and Lee University, Lexington, Va. It is the first time a woman has ever won the honor, which carries an award of $1,000.

The award is made each year for outstanding work in the field of interpretive radio reporting.

Presentation will be made at a dinner at the Mayflower Hotel in Washington, D.C., tonight (Friday, March 26) with Mrs. Alfred I. DuPont expected to be present among the guests of honor. Dr. Francis I. Gaines, president of the university, will present the award to Miss Frederick. (Proceedings at the awards dinner will be broadcast on NBC Radio Network Friday, March 26, 9:35-10 p.m., EST).

Stations WBZ and WBZ-TV of Boston, Mass., and WOI-TV of Iowa State College, Ames, Iowa, are being cited for "meritorious service to the American people" in 1953. All three are NBC affiliates.

(more)

The judges paid Miss Frederick tribute "for exemplifying the best traditions of news commentary through thoughtful, original, objective, and responsible reporting and interpretation of the news."

They cited her for "avoiding the slickness, automatic orthodoxy and superficial sensationalism characteristic of much news commentary today," and said that "without making concessions to a vulgarization of either thought or style, Miss Frederick consistently succeeds in being interesting."

Stations WBZ and WBZ-TV were cited by the judges for "consistent, well-planned programming designed to serve the needs of an informed and progressive community and to develop and encourage good citizenship." Both stations are owned by the Westinghouse Broadcasting Company.

Station WOI-TV was commended for "its outstanding record of leadership in the development of programs of practical and cultural value to the people of Iowa." The panel noted that the station has pioneered "in showing television's potential in the service of education and citizenship."

In a general review of television performance during 1953, Station WBAL-TV, Baltimore, Md., another NBC affiliate, was praised for "its public service leadership in the emergency created by the school strike, when the station cleared time for television instruction." It was the second straight year that WBAL-TV has been specially cited.

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NBC-New York, 3/19/54

TOSCANINI 87 ON MARCH 25

Arturo Toscanini will mark his 87th birthday quietly in his home in Riverdale, N.Y., on Thursday, March 25. The veteran conductor will have only his close family -- his son Walter, daughter-in-law Cia, grandson Walfredo, daughter Wanda (Mrs. Vladimir Horowitz), granddaughter Sonia Horowitz, and his daughter the Countess Wally Castelbarco -- with him.

Toscanini prefers to ignore his birthdays, but he nevertheless receives thousands of greetings from all over the world.

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ONLY GREAT FILMS WILL MAKE MONEY, SAMUEL GOLDWYN TELLS NBC-TV 'TODAY' AUDIENCE

The motion picture industry currently is faced with a situation where only great films will make any money, Samuel Goldwyn, noted Hollywood producer, said Thursday, March 18 in an interview on NBC-TV's early morning news and special events show, TODAY.

Chatting with Dave Garroway, star of "Today," Goldwyn said:

"Only a great picture can do any business these days. A bad picture does nothing...On a wide screen a bad picture is twice as bad. New techniques help if the story is great, but make everything worse if the story is bad. People get tired of going to see things just for novelty's sake."

Goldwyn termed "The Best Years of Our Lives" the greatest film he ever made. "A great picture is like a great book," he said. "It never dies, and that's why I've reissued 'Best Years.' "I've seen it a hundred times and still love it."

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NBC-New York, 3/19/54

NBC "today"

22-YEAR-OLD BALLET DANCER NAMED 'GIRL OF TODAY'

A 22-year old ballet teacher who took the long way around to reach success was named the "Girl of Today" at an award dinner last night (March 18) at New York's Savoy-Plaza. She is Miss Barbara Landis from Baltimore, Md., who was chosen from among eight lovely finalists in the "Girl of Today" contest held by Dave Garroway and "Today," the NBC-TV early a.m. news and special feature program.

Dave Garroway, who made the presentation to the ebony-haired dancer, declared that she most typifies the distaff side of the young American television audience of the "Today" program. Barbara combines her beauty and dancer's grace with a keen appreciation of the world around her, qualities which enabled her to win out over thousands of entries from all over the country.

However, Barbara did not come into her good fortune the easy way. She came to New York about four years ago to seek a career in ballet. For a time she worked with Ted Shawn at Jacob's Pillow, the Berkshire Mountain site of dance and musical festivals, but after an apprenticeship of "spear-carrying" in dance companies, Barbara returned to Baltimore and took up work in which she shone -- dance tutoring of little children.

(more)

She heeded the urgings of her little sister, Rosa, age 11, and entered the "Girl of Today" contest.

Barbara is staying on in New York for a few days while she works out the details of her prize vacation trip to Paris, on which she intends to be accompanied by her mother. She is being outfitted for the junket with a complete Molly Parnis wardrobe, and she has already been approached for possible jobs as a result of her newly-won popularity.

Barbara appeared with Dave on the "Today" program this morning, Friday (March 19) and was seen by her Baltimore family and friends. Films were shown of the award dinner party and Barbara and Dave chatted about a common interest -- show business.

Dave Garroway and the "Today" program are seen Monday through Friday, 7-9 a.m., EST and CST, over the NBC-TV network.

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NBC-New York, 3/19/54

CREDITS FOR NBC-TV 'CONVERSATION WITH ALFRED P. SLOAN JR.'

NOTE TO EDITORS: The following credits are for your convenience in reviewing the next telecast in NBC's "elder wise men" series.

PROGRAM: A CONVERSATION WITH ALFRED P. SLOAN JR.

NETWORK: NBC-TV

TIME: Sunday, March 28 (4-4:30 p.m., EST)

SUPERVISED BY: Davidson Taylor

PRODUCER: Doris Ann

DIRECTOR: Martin Hoade

PHOTOGRAPHED BY: Tom Priestley, Cy Avnet

SOUND BY: George Jordan, Warren Redden

FILM EDITOR: Ann Kanis

DESCRIPTION: The seventh in the network's continuing series of filmed visits with distinguished figures of our time. Sloan, the first business man to be seen in this series, has as his guest Edward Stanley, manager of NBC public service programs. (Previous telecasts in the series have featured the philosopher Bertrand Russell, the poets Robert Frost and Carl Sandburg, the architect Frank Lloyd Wright, the harpsichordist Wanda Landowska, and the theologian Dr. Louis Finkelstein).

BIOGRAPHICAL DATA: Alfred P. Sloan Jr. is chairman of the board of directors of the General Motors Corporation, president of the Alfred P. Sloan Foundation, and chairman of the board of trustees for the Sloan-Kettering Institute for Cancer Research. He was born in New Haven, Conn., on May 23, 187[illegible] He grew up in Brooklyn, N.Y., attended Brooklyn Polytechnic Institute and Massachusetts Institute of Technology. In 1918 he became a vice president of General Motors, in 1923 its president and in 1937 chairman of its board of directors.

-----o----- NBC-New York, 3/19/54

NBC COLOR TELEVISION NEWS

FIRST COLORCAST OF A SPORTING EVENT SET FOR MARCH 26 WITH NBC-TV COVERAGE OF SCHOLZ-ANDREWS FIGHT

- - -

NBC's Color Mobile to be Used First Time in East

A sporting event will be telecast in color for the first time since the inception of commercial color television on Friday, March 26 (10 p.m., EST), when NBC-TV's GILLETTE CAVALCADE OF SPORTS covers the middleweight bout between Gustav Scholz and Al Andrews at Madison Square Garden.

The event will be distinguished by the first use in the East of NBC's color mobile unit, which was designed by RCA engineers and custom-built at a cost of $600,000. The unit was used in NBC-TV's color coverage of the Tournament of Roses Parade at Pasadena, Calif., on Jan. 1. This, of course, also will be the first remote colorcast made in the East. The telecast will be visible on the nation's existing sets in high quality black and white.

Telecasting a fight in color has necessitated certain technical changes. A grey canvas, for example, has been substituted for the usual white mat in the Garden ring. Also, rather than the customary black and white trunks, one fighter will wear blue trunks with gold stripe and the other will wear gold trunks with blue stripe.

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Gray will replace white on the clothing of the fighters' seconds, the referee and ring announcer. Even towels must be gray.

The bout brings together two promising middleweights. Scholz, a southpaw, is a 23-year-old native of Berlin and is called Europe's finest middleweight. He is unbeaten, having won 49 of 51 bouts and fought two draws. Andrews, from Superior, Wis., also is 23 and has won 26 of 32, with five losses and one draw.

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NBC-New York, 3/22/54

NBC COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK
(March 28 - April 3)

SUNDAY, MARCH 28 - 2-2:30 p.m., EST -- AMERICAN INVENTORY - Documentary program.

"Botanical Gardens" will be the subject, dealing with the extent and variety of the plant kingdom; with examination of medical, economic and horticulture aspects of botany, looking into the raising of plants for food, drugs, plastics and aesthetic pleasure. Hugh Downs is host.

WEDNESDAY, MARCH 31 - 7:30-7:45 p.m., EST -- COKE TIME STARRING EDDIE FISHER -

Music program starring Eddie Fisher with Fred Robbins. Tonight's show will have a circus theme.

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NBC-New York, 3/22/54

WHAT A SCOOP! 267 OF THEM, TO BE EXACT; THAT'S HOW MANY TEXAS COUNTIES CONTRIBUTED SOIL TO 'GROWERY' ON 'HOME'

From the moment NBC Television's HOME invited the 48 governors to submit soil samples for the program's studio "growery," the one big question at NBC has been: What will Texas do?

Thirty-seven other states acknowledged a request from producer Jack Rayel. Some mailed in half-pound packages; others went as high as six pounds. One small and frugal state sent in a tiny parcel -- collect.

On Feb. 11, the executive assistant of Texas' Gov. Allan Shivers wrote that the Lone Star State would be represented by a contribution from John C. White, commissioner of the Department of Agriculture.

Then followed more than a month of suspenseful waiting. Other soil dribbled in. Someone discovered that the District of Columbia had been omitted from the invitation. Vice President Richard Nixon rushed into the breach with a modest container of earth from the Capitol grounds in Washington. Still -- not even a speck of dust from Texas.

Proud Texans at NBC lost face. Little fragments of such sovereign states as California, New York and even Rhode Island and Delaware piled up around them. They saw gardening specialist Will Peigelbeck demonstrate living plants in his "growery" and wondered how he could do it without rich loam from their native heath.

This week Texas rose again! After more than a month of unprecedented silence, Agriculture Commissioner White wrote to Rayel:

(more)

"I am very sorry for the delay in shipping you this soil, but we have made an effort to secure soil from each of the 267 counties in Texas."

Now the happy Texans at the network are measuring tunnel entrances to New York, calculating what size truck will be able to pass through. "Home" officials, frank to admit that they underestimated the capacity of Texas to outdo all others, are standing by to cope with the onslaught of Lone Star earth as best they can. Luckily, Texas can overflow into nearby Central Park, to the relief of all.

While "Home" awaits the addition of Texas, it has received recent contributions from Rhode Island, Iowa, Oklahoma, Illinois and Tennessee. The governor of Tennessee had not acted on the request but Mrs. William B. Fowler, chairman of the Memphis City Beautiful Commission, became concerned over the absence of soil from the Volunteer State and went out to Memphis park to spade a boxful. Station WMCT mailed it to Rayel.

Only 10 states have neither submitted soil nor replied to the request. They are Minnesota, Washington, Nebraska, Maine, Mississippi, South Dakota, New Mexico, Idaho, Indiana and Arkansas.

But a curious new problem has popped up for "Home." One of the first states to send in its soil was South Carolina. A few days ago, a second package arrived from the Palmetto State. If this idea catches on among the states and Texas hears about it, "Home" may unwittingly find itself in a landslide.

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NBC-New York, 3/22/54

'ROADSHOW' LICENSE PLATE CONTEST GETS BIG RESPONSE

Evidence of the fact that NBC Radio's unique ROADSHOW program is holding a steadily increasing audience is found in the response to the license plate contest which is a feature of the Saturday show, (2-6 p.m., EST; WNBC carries the 2-5 p.m., segments).

Each week host Bill Cullen asks listeners to send in their license plate numbers. They have been piling into producer Parker Gibbs' office at the rate of 4,000 a week. On each broadcast, Cullen announces eight license numbers which have been selected at random.

If and when the owner of the announced number calls in, he receives a prize. The show receives an average of seven calls and never less than six. So far, 80 lucky license plates have been announced, and there have been 70 winners. Considering that the license plate numbers are on hand two and three weeks before they are announced on the air, this is proof that "Roadshow" has a huge audience of regular listeners.

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WADE ARNOLD TO SPEAK AT CAREER CONFERENCE

Wade Arnold, NBC executive producer, will address a convocation leading off a day-long career conference at Knox College, Galesburg, Ill., on Wednesday, April 7.

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NBC-New York, 3/22/54

NBC SPOT SALES

News

'MAGIC RACE' PROMOTION PIECE FOR NBC SPOT SALES
POINTS UP RECENT AWARDS WON BY CLIENT STATIONS

Advertising agency executives throughout the United States are receiving a novel promotion piece from NBC Spot Sales. It's a game called "Magic Race."

It is played by igniting a 5-by-11 inch piece of treated paper upon which are printed the pictures and names of six horses. The horses are shown at the starting line. As the paper is ignited, the horses follow the race course, each at a different rate of speed. The path which burns to the finish line first is the winner.

"Magic Race" promotes the 18 radio and television stations represented by NBC Spot Sales. Imprinted on each game is the copy, "You pick a winner . . . when you choose the radio and television stations represented by NBC Spot Sales . . . " The theme is based on the fact that some of the stations represented by NBC Spot Sales recently won many coveted sales and audience promotion and merchandising awards.

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NBC-New York, 3/22/54

NBC TRADE NEWS

March 23, 1954

GETTING TO 'THE HEART OF THE NEWS' IS GOAL OF NEW NBC SERIES
FEATURING ANALYSES 'IN DEPTH' BY TOP COMMENTATORS

A fresh and exciting approach to radio journalism, one never before attempted on such a worldwide scale by the network, will be launched by NBC Radio in a new five-a-week series, THE HEART OF THE NEWS, which will have its debut 10:15-10:30 p.m., EST, next Monday, March 29. It will be presented Mondays through Fridays.

Each night, a story -- important in the news, but primarily covered only as spot news in the regular newscasts -- will be detailed vividly in all its depth and ramifications through an approach designated by the NBC staff as "group journalism."

In announcing the new series today, Davidson Taylor, director of NBC's Public Affairs, said: "We hope that listeners will come away from this program each night with new facts, new information, new understanding that they have not been able to get elsewhere." Such is the scope of "The Heart of the News."

Each day a subject important to the entire nation will be covered in depth by NBC's top reporters and commentators, aided by experts from other organizations. The major facets will be

(more)

investigated, interpreted and reported. The personalities involved in the stories will be examined minutely. The philosophies of both sides in any issue will be presented.

"Although NBC has led in spot news broadcasting for some years," Taylor said, "we have long felt the need for more time to present to the public the underlying causes and effects of the stories which daily make the top headlines in the newspapers and the leads on our newscasts. This is a job which radio is well equipped to do, and we wish to exploit radio's capabilities to the utmost."

Each personality or idea profile must delve into every phase of the story, personality or issue up for examination. Where a story, an issue or a personality is controversial, both sides will be outlined, with no editorial conclusion drawn. The conclusion will be left to the listener, who also will be given his chance to "talk back."

Realizing that exhaustive treatment of all facets of stories will be likely to bring considerable mail, either in praise or dissent, NBC will set aside a special weekly program where listeners can voice their views on the news -- either through the medium of actual tape recordings or through excerpts from their letters.

This program which will be aired weekly at a time to be announced will be know as "Letters to NBC News."

Assignments covering everything from the White House to the baseball field, already have gone out to NBC's worldwide staff preparing them to report "the heart of the news."

To allow for the fullest possible informational treatment, the program will be devoted nightly, for the most part, to one story or one portrait -- occasionally two. In addition to richness in informational detail, each program will carry a wealth of anecdotal material where personalities are involved.

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"The Heart of the News" was conceived on the group-journalism approach, utilizing every member of the NBC worldwide news staff. James Fleming, a top reporter and editor, will be heard regularly as the man who keeps his finger on the pulse of the editorial heart of this far-flung news-digging staff.

Heading the operation will be William R. McAndrew, manager of News and Special Events, assisted by Joseph O. Meyers, manager of NBC's Central News Desk, and Chet Hagan, producer-editor of NBC's top-rated "News of the World."

Among the reporters and commentators to be heard on the new series and their general fields of assignment are: W.W. Chaplin, Wall Street, industry, commercial subjects; Henry Cassidy, Communism, USSR; Ray Scherer, the White House; Earl Godwin, the Senate and House; Lief Eid, Treasury and Federal Reserve; Richard Harkness, the Pentagon; Joseph C. Harsch, State Department; Pauline Frederick and Leon Pearson, the United Nations and foreign affairs; Irving R. Levine, Far East; Merrill Mueller, Europe and the Far East; Frank Bourgholtzer, France; Robert McCormick, Germany; Jack Begon, Italy; Romney Wheeler and Ed Newman, United Kingdom.

NBC will supplement this staff with a number of other news experts from wire services, newspapers and magazines as the occasion demands.

General operation of the staff was outlined by Taylor. "As a major story unfolds," he said, "two, three or four newsmen will be instructed to assemble all pertinent data on the story. McAndrews, Meyers, Hagan and Fleming will consult with them on subject matter and approach. This will often necessitate working close to deadline time, but an effort will be made to prepare material as far in advance, as possible, keeping it in readiness for the time when the important story breaks."

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NBC-New York, 3/23/54

NBC TRADE NEWS

March 23, 1954

TWO MORE SPONSORS JOIN LIST OF CLIENTS FOR 'HOME'

Two more sponsors have been added to the impressive list of clients for HOME, NBC-TV's new daytime service program for women.

Necchi Sewing Machine Company has ordered 13 participations, beginning the first week in April, through Cecil & Presbrey Inc.

And Peerless Electric Company of New York, maker of Broil-Quik cooking utensils, has ordered four participations, beginning March 23. The order was placed through the Zlowe Company of New York.

Starring Arlene Francis, "Home" is seen Monday-through-Friday from 11 a.m.-12 noon.

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NBC TRADE NEWS

March 24, 1954

TED COTT, NBC RADIO NETWORK OPERATING V.P., ASSIGNED ADDITIONAL DUTIES EXPLOITING TALENT AND PROGRAM SUBSIDIARY RIGHTS

The assignment to Ted Cott, NBC Radio Network Operating Vice President, of additional duties in connection with the exploitation of subsidiary rights under the company's talent and program contracts was announced today by Robert W. Sarnoff, NBC's Executive Vice President.

Under this assignment, Cott will also conduct centralized planning for the development of new fields of subsidiary rights and activities growing out of NBC's broadcast operations.

"The centralization of responsibility in this field will permit us to proceed systematically in exploring and realizing a great potential which can add a new dimension to our business," Mr. Sarnoff said. "Through full and effective exploitation of existing subsidiary rights and new approaches for developing collateral values generated by our programs, important additional benefits can be gained by NBC, its talent and its program suppliers."

On matters arising from the assignment of these additional duties, Cott will report to Robert W. Sarnoff, Executive Vice President.

Assisting Cott in his new assignment are the following:

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Mitchell Benson, who continues as manager of contract administration in NBC's talent department and will serve as Cott's principal assistant in connection with talent and program negotiations arising under the new activity.

Ted Zaer, business manager for the Radio Network who will also serve as financial advisor and analyst in the development of the additional operations assigned to Cott.

Frank Fitzgerald, who continues as a member of Cott's Radio Network staff, and will assist on general administrative matters.

Sidney Rubin, formerly an account executive on the WNBC sales staff, who has been appointed supervisor of operations, reporting to Cott.

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NBC-New York, 3/24/54

NBC TRADE NEWS

March 24, 1954

117-PARTICIPATION RENEWAL, EXTENSION FOR 40, AND NEW ORDERS FOR 15 ARE ANNOUNCED FOR 'TODAY' PROGRAM

A whopping renewal for 117 participations, an extension for 40, and two new orders for a total of 15 participations were announced today for NBC-TV's early morning news and special events program, TODAY.

Mutual Benefit Health and Accident Association of Omaha has renewed its contract to call for three participations a week for 39 weeks, beginning in late April. The renewal was placed through Bozell & Jacobs, Inc. of Omaha.

American Maize-Products Company of New York, maker of Amazo Instant Dessert, has extended its contract for 40 more participations. The extension was effective March 22 and was placed through Kenyon & Eckhardt Inc. of New York.

The new orders are from the Washington State Apple Advertising Commission, which bought eight participations, beginning March 11, through Pacific National Advertising Agency of Seattle, Wash., and William Cooper & Nephews Inc. of Chicago, maker of Stay-O-Way insecticide, which ordered seven participations, beginning July 9, through the Phil Gordon Agency Inc. of Chicago.

"Today" stars Dave Garroway and is seen Monday through Friday from 7-9 a.m., EST and CST.

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NBC COLOR TELEVISION NEWS

CIRCUS GAYETY IS THEME FOR COLORCAST OF EDDIE FISHER'S SHOW

The gay colors and exciting atmosphere of the circus will predominate when NBC-TV's COKE TIME STARRING EDDIE FISHER is telecast in RCA compatible color on Wednesday, March 31 (7:30-7:45 p.m., EST). The program will be seen on the nation's existing sets in high quality black and white.

Fisher and his cast will be costumed in bright, gay colors, while the sets in the background will be painted in pastels. His guests on the color program, the Szonys dance team, will perform an exciting dance in the circus mood. Eddie will sing "A Girl, a Girl," "Little Girl Blue" and "Oh, My Papa."

Fred Robbins is host of the twice-weekly musical programs. Axel Stordahl conducts the orchestra.

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NBC-New York, 3/24/54

March 24, 1954

TOSCANINI CHOOSES ALL-WAGNER PROGRAM FOR SEASON'S FINAL CONCERT BY NBC SYMPHONY ORCHESTRA

Arturo Toscanini will conduct the NBC Symphony Orchestra in the final concert of the 1953-54 season on Sunday, April 4 (NBC Radio, 6:30 p.m., EST). He has chosen an all-Wagner program for this occasion.

This concert marks the close of the seventeenth season of the NBC Symphony Orchestra, which was founded especially for Toscanini's return to the U.S. after his semi-retirement in 1936. Toscanini has been regular musical director of the orchestra since that time, except for the 1941-42 season, when he was on leave. That season, however, he did direct the orchestra in five special benefit concerts for the sale of U.S. Treasury bonds. The first NBC Symphony Orchestra concert was directed by Toscanini on Christmas night, 1937.

The April 4 concert will be the eleventh this season for Toscanini. Guest directors were Guido Cantelli with eight concerts, Pierre Monteux with two concerts, and Charles Munch with one. All of the 22 broadcasts were presented by NBC under sponsorship this season of the Socony-Vacuum Oil Company.

(more)

The one-hour program of music by Richard Wagner will include excerpts from four of his music dramas. The concert will open with the Preludes to Act I and Act III of "Lohengrin." These will be followed by the "Dawn and Siegfried's Rhine Journey" from "Gotterdammerung." From "Tristan and Isolde" Toscanini has chosen the "Prelude and Liebestod," and he will conclude the program with the Prelude to "Die Meistersinger."

Toscanini's career has been an international one, starting with his first success as a conductor in Rio de Janeiro in 1886. However, much of it has been in the U.S. His American career falls into three major periods: first as conductor at the Metropolitan Opera from 1908-1915, second with the New York Philharmonic-Symphony Orchestra from 1926-36, third with the NBC Symphony from 1937. He also came to the U.S. for a tour with the La Scala Opera Orchestra in the season of 1920-21. With the NBC Symphony he made two tours: to South America in 1940, and across the U.S. in 1950.

The third American phase of his career would not have taken place if Brig. General David Sarnoff had not commissioned NBC general music director Samuel Chotzinoff to persuade Toscanini to leave his semi-retirement in Italy and return to the U.S., to conduct an orchestra to be formed especially for him.

Following the April 4 broadcast, there will be a series of Summer concert programs.

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NBC-New York, 3/24/54

BUICK BUYS 1-TIME SPONSORSHIP
OF NBC'S 'HEART OF THE NEWS'

The Buick Division of the General Motors Corporation is the first sponsor to buy THE HEART OF THE NEWS, it was announced today by Fred Horton, director of Sales for the NBC Radio Network.

The program, which is a new concept in analytical coverage "in depth" of the top news story of the day, will be sponsored by Buick on Wednesday, March 31 over the full NBC Radio Network, for one time only. The contract was signed through the Kudner Agency Inc.

"The Heart of the News" is a new Monday-through-Friday (10:15-10:30 p.m., EST) program starting Monday, March 29. Each day a subject important to the entire nation will be covered by top NBC commentators, aided by experts from other organizations.

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DANIEL PETRIE TO DIRECT NEW NBC-TV SERIES, 'JUSTICE!'

Daniel Petrie, noted television director, will direct JUSTICE! -- the new dramatic series based on cases handled by the National Legal Aid Association -- which starts on NBC-TV Thursday, April 8 (8:30 p.m., EST). The series, a John Rust-Talent Associates Limited production, will originate "live" in New York.

Petrie has directed highly popular shows including "The Somerset Maugham Theatre," "Assignment Manhunt," "Treasury Men in Action" and "Excursion."

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NBC-New York, 3/24/54

WHITEHALL PHARMACAL ORDERS 'PINKY LEE SHOW' PARTICIPATIONS

The Whitehall Pharmacal Company of New York, maker of Kolynos tooth paste and tooth powder, has ordered 10 participations on NBC-TV's outstanding new late afternoon program, THE PINKY LEE SHOW.

The Kolynos message will be seen and heard on "The Pinky Lee Show" on various Mondays, Wednesdays and Fridays, beginning April 9. The order was placed through the Biow Company of New York.

Starring Pinky Lee, the show is seen Monday through Friday from 5-5:30 p.m., EST.

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LIGGETT AND MYERS EXTENDS 'SPIKE JONES SHOW' SPONSORSHIP

Liggett and Myers Tobacco Co. of New York, maker of the new L & M Filters, has extended its contract for sponsorship of NBC-TV's THE SPIKE JONES SHOW for six weeks, running through May 8. "The Spike Jones Show" is seen on Saturdays from 8-8:30 p.m., EST. The extension was placed through Cunningham & Walsh, Inc.

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CORRECTION, PLEASE:

Commercials on NBC-TV's color telecast of the HOME show from Washington, D.C. on Wednesday, March 31 will also be done in color, rather than black and white as stated in the NBC Daily News Report of March 19. The color commercials for "Home" on this date will be by Lees Carpets, the Dow Corning Company and the Wearever Division of the Alcoa Aluminum Company and will originate in Studio 3-H in Radio City, New York.

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NBC-New York, 3/24/54

NBC COLOR TELEVISION NEWS

PAUL WINCHELL SHOW HERALDS ARRIVAL OF SPRING WITH A COLORCAST

Spring will be bustin' out all over -- in its most radiant colors -- on the PAUL WINCHELL SHOW Sunday, April 4 (NBC-TV, 7 p.m., EST) when the program, for the first time, will be televised in RCA compatible color.

Ventriloquist Paul Winchell and his wooden partners, Jerry Mahoney and Knucklehead Smiff, will cavort with the titian-haired colleen, Mary Ellen Terry, in three specially designed outdoor sets.

In the first skit, Central Park will be the scene. The second will find the quartet at an outdoor art show in New York's Greenwich Village, where paintings in all the colors of the rainbow will "miraculously" come to life.

A third scene will find them in the country, where Jerry and Knucklehead will renew their acquaintance with their relatives -- inanimate and inarticulate trees.

The program will originate in NBC's Colonial Theatre, New York, the world's first fully-equipped color studio. It will be seen on the nation's existing sets in high quality black and white.

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NBC-New York, 3/25/54

NBC TO COVER HEARINGS OF SENATE PERMANENT SUB-COMMITTEE ON INVESTIGATIONS

The National Broadcasting Company Television Network will cover the entire hearings of the Senate Permanent Sub-Committee on Investigations. The exact date and time will be announced when temporary chairman Senator Karl E. Mundt (R.-S.D.) makes known the schedule.

The NBC Radio Network will rebroadcast excerpts of the hearings daily between 10:15 and 11 p.m., EST, which may mean cancellation of "Heart of the News" and other scheduled radio programs.

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STATIONS IN BUFFALO AND DES MOINES TO CARRY 'TODAY'

Two more stations in widely separated but highly important markets soon will join the network of stations carrying TODAY, NBC-TV's popular early morning news and special events program.

Station WBUF-TV in Buffalo, N.Y., joins the "Today" network on Monday, March 29, and station WHO-TV in Des Moines, Iowa, on Monday, April 19.

"Today," network television's pioneering early morning news and special events show, stars Dave Garroway and is seen Monday-through-Friday from 7-9 a.m., EST and CST.

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NBC-New York, 3/25/54

NBC TRADE NEWS

March 26, 1954

D'CON SONA DIVISION SPONSORS 'DOORWAY TO BEAUTY,' NEW PROGRAM ON NBC RADIO NETWORK

The Sona Division of the D'Con Company Inc., has purchased the Saturday 11:15-11:30 a.m., EST, period, starting tomorrow, (March 27) on the NBC Radio Network to present a new program, DOORWAY TO BEAUTY. The show, which will feature Jeanette Evans in discussions of the secrets of makeup, is in the interest of cosmetic creams manufactured by the client.

WNBC will carry the program between March 27 and April 24, 4:30-4:45 p.m., EST; and May 1 through May 29, 5:45-6:00 p.m., EST.

The contract is for 131 stations, for a 10-week period. The Marfree Advertising Corporation in Chicago is the agency. The program will originate in New York.

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DREIER'S 'MAN ON THE GO' GOES CO-OP

ALEX DREIER, MAN ON THE GO, 15-minute news commentary on the NBC Radio Network Monday through Friday at 7-7:15 p.m., EST, will be available for sponsorship on a cooperative basis effective Monday, April 5.

The program which includes news, background stories and special features, has been on the air since September, 1953.

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March 26, 1954

GEN. MARK CLARK BECOMES CONTRIBUTING ANALYST
ON 'THREE STAR EXTRA' NEWS PROGRAM

Gen. Mark W. Clark, former supreme commander of the U.N. forces in the Far East, who is now president of Citadel College in Charleston, S.C., tonight became a contributing analyst on NBC Radio's SUNOCO THREE-STAR EXTRA (6:45 p.m., EST).

General Clark will be heard twice monthly with his own news analysis, paying particular attention to the world's "trouble spots."

During World War II, General Clark commanded the U.S. 5th Army in Italy. He liberated Rome from Nazi occupation, the first great city to be so freed, and he later became the U.S. military governor of Austria.

"Three Star Extra," broadcast Mondays through Fridays, presents NBC newsmen Ray Henle and Ned Brooks, and specialists in other fields, with news reports and analysis.

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NBC COLOR TELEVISION NEWS

'TODAY' TO HAVE ITS FIRST COLOR TV SEGMENTS IN OUTDOOR PICKUPS FROM WASHINGTON, D.C.

The first color television inserts on TODAY, the early morning news and special feature program, will be presented Friday, April 2 in special remote mobile-unit pickups from Washington, D.C.

For this occasion, the RCA color mobile unit -- the only one in the industry, and first used at the Pasadena Tournament of Roses parade on New Year's Day of this year -- will be utilized.

The features to be transmitted in compatible color, and available to the nation's existing sets in high quality black-and-white, are an archery exhibition by Miss Ann Marston of Detroit, regarded as one of the best young archers in the country, and a fashion showing by a group of pretty, young "Cherry Blossom Princesses" from states all over the Union. The Jefferson Memorial will be used as background for the presentations.

"Today," with Dave Garroway, is seen Monday through Friday, 7-9 a.m., EST and CST over the NBC-TV network.

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NBC-New York, 3/26/54

45,000,000 VIEWERS WATCHED ACADEMY AWARDS ON NBC-TV; AN ADDITIONAL 3,800,000 HEARD EVENT ON NBC RADIO

An estimated 45,000,000 viewers across the country watched NBC-TV's coverage of the 26th annual Academy Awards presentations Thursday night, March 25, according to the NBC Research and Planning Department.

A special 10-city Trendex rating of the 10:30-11 p.m. section of the telecast gave NBC-TV a rating of 43.9, with a share-of-audience of 79.4. This is compared to the 1953 Trendex rating for the same period of 35.7 and a share-of-audience of 70.2.

In addition to the 45,000,000 viewers, another 3,800,000 listened to NBC Radio's coverage of the event.

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NBC-New York, 3/26/54

NBC COLOR TELEVISION NEWS

NBC TO DEMONSTRATE COLOR FILM USE ON RCA SYSTEM FOR NEW YORK FILM COUNCIL

The National Broadcasting Company will demonstrate the use of color film on the RCA compatible color system for the New York Film Council on March 31. The demonstration, to be viewed on color receivers at the Center Theatre, will be followed by a question-and-answer session during which members of the NBC color corps and engineering department will make available the results of long experimentation in the use of color film for television.

The film group consists of producers, distributors and sponsors of films in the educational and industrial fields. The membership includes the film department heads of organizations such as the 20th Century Fund, Carnegie Foundation, Columbia University and the Educational Film Library Association.

Stan Parlan, NBC's color film consultant, is in charge of the demonstration, which is one in a series designed to acquaint all segments of the film industry with color TV's film requirements as determined by RCA-NBC research.

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NBC-New York, 3/26/54

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

5,300,000 'DING DONG SCHOOL' BOOKS PRINTED IN SIX MONTHS

THREE NEW TITLES ARE ANNOUNCED

To keep up with steadily increasing demand for "Ding Dong School" books, Rand McNally & Company has printed 5,300,000 in the six months since the series was launched.

An initial printing of 1,000,000 copies of three new titles has just been made. The three new books, written by Dr. Frances Horwich, who is the program's "Miss Frances," and Reinald Werrenrath Jr., its producer-director, are "Peek In," "Growing Things" and "My Goldfish."

In "Peek In," illustrated by Katherine Evans, Johnny peeks in each bedroom to make sure other members of the family are awake before he makes any noise in the morning. In "Growing Things," illustrated by Ruth Bendel, Mother helps Susan cut a sweet potato to make it grow and soon the potato has vines almost as long as Susan is tall. In "My Goldfish," illustrated by Mina Gow McLean, Tommy has three goldfish, and when Mother takes him to the store to buy a fourth he is so pleased that he calls the new pet "Happy."

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NBC-New York, 3/26/54

NBC TRADE NEWS

Send release

March 29, 1954

WEAVER OUTLINES NBC PLANS FOR SERIES OF 'SPECTACULARS' IN COLOR IN CLOSED-CIRCUIT ADDRESS TO NETWORK'S AFFILIATES

- - -

90-Minute Shows Will Begin in October on Every-Other-Week Basis; Leland Hayward Is Set to Produce 13 in the 1954-55 Series; Network's Color Facilities Will Be Expanded by Fall

A series of color "spectaculars" ranging across the vast panorama of show business and embracing the most celebrated of producers, directors and stars was announced Friday, March 26, by Sylvester L. Weaver, Jr., President of the National Broadcasting Company. The series, which begins in October, marks the fruition of plans launched by Mr. Weaver, who outlined the concept of "spectaculars" as early as 1950 when he was Vice President in charge of the NBC Television Network.

Mr. Weaver's announcement followed a closed-circuit address to NBC affiliates in which he outlined the plans for the "color spectaculars" and other color planning for the 1954-55 season. He described the "spectaculars" as "great entertainment events which will stand out like peaks in the schedule and gain great audience attention by the massiveness and quality."

Thirteen in the series, which will be scheduled on a fortnightly basis, will be under the supervision of Leland Hayward, distinguished American producer, who will shortly announce the line-up of

(more)

productions and producers for this group. Sponsor for the thirteen will be announced at the same time, Mr. Weaver added.

In addition to the regularly scheduled "spectaculars," Mr. Weaver said, there would be occasional special "one-shots" of the same character, which would be networked on a pre-emption basis, as provided in facilities contracts. He said that NBC's present color mobile unit, and others now being built, would permit NBC to pick up important entertainment events, special events and sports outside the studio.

Mr. Weaver revealed that Max Liebman, producer of "Your Show of Shows," may produce a black-and-white series similar to "spectaculars" in concept, and which would be scheduled three Saturdays in four during the 1954-55 season.

Mr. Weaver said that "spectaculars" are expected to expand the exciting pattern of such great events on NBC Television as the Ford Anniversary Program, produced by Hayward; the Maurice Evans performances of "Hamlet" and "Richard II" sponsored by Hall Brothers; and Robert Sherwood's TV original,"Backbone of America," sponsored by the Miller Brewing Company.

The series will be broadcast in color under the RCA compatible color system; by October, many thousands of viewers will have access to color receivers. The programs will be seen in high-quality black and white on the nation's 27,000,000 monochrome sets.

"Color will add the ultimate dimension to these productions," said Mr. Weaver. "Our color corps has already developed techniques of staging, lighting, costuming and make-up to a high level, and this is evidenced in the major commercial productions we have been doing in color for several months. With the 'spectaculars,' we have the programs that will make color really appreciated."

(more)

productions and possessed for this genre. Whether they be actually
will be announced at the same time, Mr. Harvey added.

In addition to the recently announced "productions," Mr.
Harvey said, there would be production "projects" of a more
character, which would be considered on a pre-production basis, as pro-
vious to installation commenced. He also said that Metro Goldwyn Mayer
studio will, and others may follow suit, small people not so much up
Hollywood entertainment events, social events and "Tower Lounge" the
studio.

Mr. Harvey revealed that Max Lieman, president of Tower Show
of America, has produce 2 [illegible] series which [illegible] be "available
life" in colors, and that [illegible] in production [illegible] to
hour during the 1956-57 season.

Mr. Harvey said that "Spectacular" was expected to exceed
the [illegible] pattern of [illegible] in the [illegible] production
[illegible] projects, [illegible] the [illegible] [illegible] pro-
[illegible] of "Peter" and "Mission II" [illegible] [illegible] and
[illegible] by [illegible] "[illegible] of [illegible]" [illegible] by
the Mike [illegible] [illegible].

The [illegible] also [illegible] [illegible] under the [illegible] [illegible]
[illegible] system, [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible]. The [illegible] [illegible] [illegible] [illegible]
[illegible] and white on the [illegible] [illegible] [illegible] [illegible].

"Color will not the [illegible] [illegible] [illegible] [illegible]
said Mr. Harvey. "But color [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] in the major [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] for [illegible] [illegible]. [illegible] the [illegible], [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible]."

(end)

Mr. Weaver reported that plans for rapid expansion of the color facilities in New York and Hollywood are under way, for the purposes of accommodating the "spectaculars" and other programs in an expanded color schedule. He reported that by Fall, NBC's huge studio in Brooklyn and one of the West Coast studios in Burbank, Calif., would be fully color-equipped. Present color facilities include the Colonial Theatre, world's first and largest color television studio; a smaller, fully equipped studio in Radio City, and a color mobile unit.

The "spectaculars," Mr. Weaver said, would cover the whole field of show business -- entire musical comedies, existing and originals; operettas, contemporary and classical drama, circuses, aquacades, ice shows -- "entertainment events of a scope and attention-getting quality never available before in television on a regularly scheduled basis."

Emphasis in the planning of these shows will be on the producer, Mr. Weaver said. "In the early years of building black-and-white television, and even now, the emphasis has been on the great existing personalities of show business. They have all made their success in TV in varying vehicles. However, as we enter this new era, the emphasis must shift to the creators -- the writers and producers -- who must build fresh and exciting settings for these personalities. From these creative minds will come not only new vehicles for established stars, but the fertile soil from which will spring the stars of tomorrow."

Reporting on preparations for this series, Mr. Weaver said: "We have been discussing and negotiating for a long time with the finest creative brains, we think, that are available -- with the Walt

(more)

Disneys, the David Selznicks and the Rodgers and Hammersteins. We have been working on series of 'spectaculars' with the Worthington Miners, the Leland Haywards, the Max Liebmans, the Fred Coes and the Robert Welches. We have been working in Hollywood to setup a realistic way in which the best brains from the creative side of motion pictures can be harnessed to our medium.

"These 'spectaculars,'" said Mr. Weaver, "will bring back to television the role of a conversation-piece. A parade of talent amassed at great expense and with tremendous work will be an occasion that will pull a great audience. This will come closer than anything in the past to our objective of all-set, all-family circulation.

"These 'spectaculars' will wash out all age, economic and intelligence levels and appeal to everyone -- the appeal of the 'hit' in show business, an appeal not to any lowest common denominator, but an appeal to those things that make all of us human beings. We believe the appeal of the hit is generally an appeal up, not down.

"It's not only what one 'spectacular' will do for viewing during one evening, but what a succession of them will do for evening-after-evening viewing, and for NBC's total circulation. Each of these shows will get a big rating attracting many non-regular viewers. And all of them together will hit a cumulative audience of perhaps 99 per cent of TV families. And all NBC sponsors will benefit more and more from the habit-viewing thus established for their network."

Under existing plans, "spectaculars" in the regular series are projected for Saturdays (9 to 10:30 p.m.) Sundays (7:30-9 p.m.) or Mondays (8-9:30 p.m.) at the rate of one every other week.

(more)

5 - 'Spectaculars'

"The theory of 'spectaculars,'" Mr. Weaver said, "is part of the basic NBC philosophy of television programming. If television devoted all its energies and facilities to stereotype programming in order to get the best per program ratings of the heavy-viewer audience, the medium will limit its usefulness and the size of its audience.

"I feel that the interests of all segments of the public are best served through emphasis on a flexible program schedule, a schedule that offers service shows like 'Today' and 'Home' as well as conventional entertainment, and excitement-provoking elements such as 'spectaculars' and other high-voltage attractions, to make light users of television keep coming to the medium and being exposed to its offerings.

"The primary NBC consideration is building a well-balanced program diet for the public, and an advertising support pattern giving the widest possible range of selling plans to the widest possible list of advertisers. This will increase the set-on figure, the viewers per set and the viewing hours per day. It will give television an even more compelling role in American life. And, as a corollary -- a most important corollary -- it will increase the might of television as an advertising medium.

"'Spectaculars,'" Mr. Weaver continued, "are very much a part of the magazine concept of programming, a concept originated by NBC. Pursuing the analogy with a magazine, one might consider the 'spectaculars' as special supplements in full color -- sparkling, festive additions to the normal table of contents."

(more)

The NBC plan for "spectaculars" was first revealed in October, 1950, at a meeting of the NBC affiliates at the Greenbrier Hotel, White Sulphur Springs, Va. Widely covered by the trade press, the plan called for a series of high-budgeted programs, utilizing the producing skills of top names -- David Selznick, Rodgers and Hammerstein and Fred Coe were among those mentioned. Legitimate shows would be done in a theatre, with an audience, as straightforward theatrical presentations. There would also be television originals, with a budget large enough to allow for top writers and stars, and extra rehearsal time. Various developments of the plan have since been proposed but shelved with the NBC conviction that color was the natural project to carry the "spectaculars" to the nation on a regular basis.

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NBC-New York, 3/29/54

NBC COLOR TELEVISION NEWS

ON THE AVENUE--PARK AVENUE--COLOR CAMERAS WILL CATCH THEM AND THEN THEY'LL BE SEEN ON THE TELEVISION SCREEN

- - -

N.Y.'s Famed Easter Parade on NBC-TV Sunday, April 18

New York's annual Easter Day parade, accenting the latest Spring fashions and featuring some of society's best known personalities, will be presented in RCA compatible color by NBC Television on Sunday, April 18, from 12 Noon to 1 p.m., EST. The program will be available on the nation's TV existing receivers in high quality black and white.

The telecast will originate at the Waldorf-Astoria Hotel with pickups from the lobby as well as Park Avenue.

Tex McCrary and Jinx Falkenburg, NBC's noted "Tex and Jinx" team, will provide the commentary on the parade. Others who will participate include Sandy Becker, NBC announcer and master of ceremonies; June Lockhart, actress and "Who Said That?" panelist, and her father, actor Gene Lockhart. Other featured personalities will be announced later. Some of America's foremost fashion authorities have been invited to describe the scene.

The famous St. Thomas Boys' Choir and the UN Children's Choir will provide music appropriate to the season. New York's theatrical and fashion leaders will be seen gathering for an Easter brunch for the benefit of the American Korean Foundation, against the background of the flower-bedecked Park Avenue side of the Waldorf.

-----o----- NBC-New York, 3/29/54

March 29, 1954

NOTED STARS TO APPEAR ON 1,001ST PROGRAM OF 'AMATEUR HOUR,'
PROGRAM THAT HELPED THEIR START UP THE LADDER OF SUCCESS

- - -

Paul Winchell, Teresa Brewer, Ray Malone, Mimi Benzell, on Bill

TED MACK'S ORIGINAL AMATEUR HOUR will not be composed of amateur performers when it presents its 1,001st Amateur Night on Saturday, April 10 (NBC-TV, 8:30 p.m., EST).

"Graduates" of the program will headline the gala program. Foremost among them will be Paul Winchell (with his dummy companion, Jerry Mahoney), opera star Mimi Benzell, recording artist Teresa Brewer, dancer Ray Malone, comedian Frank Fontaine, and probably Frank Sinatra.

They will represent only a token number of the 800,000 amateurs who have auditioned for appearances on the "Amateur Hour," now in its 20th year on the air, and the 500 who have become successful in the entertainment world.

Ted Mack, emcee of the program since it started on television in January, 1948, will preside over the 1,001st performance.

Mack succeeded the late Major Bowes, who originated the "Original Amateur Hour" in March, 1934. In its long existence the program has had only four sponsors. The only time it lacked one was in its first week on television. (more)

The show is a favorite not only on television but on the stage as well. Units composed of talent discovered on the program are taken outside New York to play in auditoriums and theatres throughout the country.

Many stars of stage, screen, television and radio served their apprenticeship in these units. They remain grateful to the "Original Amateur Hour" for the opportunity it afforded them to develop as performers. Some of the most grateful will be on hand to help the program mark its 1,001st night.

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LAURA FAIRCHILD IS NEW SHOPPING EDITOR OF 'HOME'

Laura Fairchild joined the staff of NBC-TV's HOME show on March 22, as shopping editor.

In her new assignment, Miss Fairchild, who was previously associated with the William Esty Company as an associate producer, and with the Kenyon and Eckhardt advertising agency press department, is in charge of the presentation of product news for the "Home" audience. This includes new products which are nationally distributed and presentation of interesting new uses for already known products. She was in charge of women's programs for Pennsylvania radio stations -- in Bloomsburg and Harrisburg -- for two years.

She replaces Terry Fox, who has left the "Home" show for another assignment.

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NBC-New York, 3/29/54

OK

NBC V.P. HARRY C. KOPF DIES SUDDENLY OF HEART AILMENT; WAS GENERAL MANAGER OF WMAQ AND WNBQ, CHICAGO

Harry C. Kopf, NBC Vice President and general manager of Stations WNBQ and WMAQ, National Broadcasting Company owned and operated stations in Chicago, died suddenly Friday night, March 26, of a heart ailment.

Kopf, 51, was stricken at the Evanston, Ill., home of his brother-in-law and sister, Mr. and Mrs. Rolla S. Pribble, with whom he had lived for many years.

Funeral services ~~will be~~ were held at 2:30 p.m., CST, Tuesday, March 30, at the Hebblethwaite Funeral Home, Evanston, with burial at Oak Wood Cemetery, Chicago.

Kopf had been associated with NBC for almost 25 years, having joined the network's sales staff in Chicago in 1931. In 1939 he was promoted to sales manager of the NBC Central Division, and in 1940 he became general manager of the division. A year later he was appointed an NBC Vice President.

In 1946, Kopf was transferred to NBC in New York as Vice President in charge of Network Sales and in 1950 he returned to Chicago to head up the operations of WNBQ and WMAQ.

Under Kopf's direction, the NBC Chicago television outlet, WNBQ, which went on the air in 1949, achieved stature as one of the most successful stations in the country. The station made many outstanding contributions in the field of general and public service programming and won prominence as an origination point for many highly successful NBC-TV network programs. Under his administration, too, WMAQ maintained its position of leadership in radio broadcasting.

(more)

His long record as a radio and television sales executive was one equalled by few men in the industry.

Kopf was born Dec. 26, 1902, in Shawneetown, Ill. His father was the late Charles Kopf, an electrical engineer. All of Kopf's early schooling was in Chicago, where he attended John Fiske Grade School and Hyde Park High School. He attended the University of Illinois, majoring in advertising and sales, and received a B.S. degree in 1925. He was active in campus affairs and athletics, and was a member of the Alpha Tau Omega fraternity.

Kopf began his business career in the local advertising display department of the old Chicago Herald-Examiner. Later, he became Midwest representative of System magazine and was sales and advertising representative for Literary Digest magazine.

In addition to his sister, Mrs. Pribble, Kopf is survived by a brother, John M. Kopf, of Chicago.

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NBC-New York, 3/29/54

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST FOR WEEK
(April 4-10)

Sunday, April 4 - 7-7:30 p.m., EST -- PAUL WINCHELL SHOW -- Variety program starring Paul Winchell and Jerry Mahoney.

Friday, April 9 - 10-10:30 a.m., EST -- DING DONG SCHOOL - Nursery school of the air for children three to five years old, with Dr. Frances Horwich as "Miss Frances."

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NBC-New York, 3/29/54

NBC TRADE NEWS

March 30, 1954

SALES OF DOW CHEMICAL'S SARAN WRAP MORE THAN OCTUPLED SINCE LAST NOVEMBER THROUGH TIME ON 3 NBC-TV PROGRAMS

The phenomenal success story of how Dow Chemical Company used three NBC-TV programs to increase by more than eight times the sales of its product Saran Wrap is told in a feature article in the Monday, March 29, issue of Advertising Age.

Under the double-column headline "Agency Credits TV for Saran Wrap's Shift from a Slow Seller to a Fast Moving Item," the article relates that 20,000 cases of Saran Wrap were being sold each month when Dow started its television campaign on NBC-TV last November.

In February, just four months later, and after scores of exposures of the Saran Wrap message on NBC-TV's "Today," "The Kate Smith Hour" and "Your Show of Shows," the product's sales had skyrocketed to 169,000 cases.

The Advertising Age article explains:

"For three years (after the development of Saran Wrap) customers passed up the item on the grocery shelves and Dow was ready to withdraw it -- and did make arrangements to cancel the marketing agreement.

"Then Dow did a complete about face, a revolutionary reversal in its basic merchandising.

(more)

"It called in its advertising agency, MacManus, John & Adams, of Bloomfield Hills, Mich., and asked advice on what to do about this plastic film."

On the advice of the agency, a test was run in four cities, with only one medium -- television, radio or newspaper -- used in each of three cities, and all three media used in the fourth. The test indicated that television was the medium to use, and MacManus, John & Adams suggested that Dow set up a $1,200,000 budget for a 26-week campaign.

"Time was bought on Dave Garroway ('Today'), 'The Kate Smith Hour' and 'Your Show of Shows' (all of NBC), which touched 67 cities and an estimated 57,000,000 viewers every two weeks," the article continues.

"Then the distribution was pin-pointed to the area exposed to the television demonstrations.

"When the program began in November, 20,000 cases of Saran Wrap were being sold each month.

"With television support, the sale jumped to 110,000 cases in January and to 169,000 cases in February. This added up to 4,000,000 rolls a month."

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NBC-New York, 3/30/54

March 30, 1954

DEBUSSY'S 'PELLEAS AND MELISANDE' TO BE PRESENTED IN NEW ENGLISH VERSION BY NBC-TV OPERA THEATRE APRIL 10; JEAN MOREL TO CONDUCT

Claude Debussy's only opera, "Pelleas and Melisande," will be the season's seventh production of the NBC Television Opera Theatre, to be presented Saturday, April 10 (NBC-TV, 4-5:30 p.m., EST). The opera will be performed in English in a new translation prepared by the NBC Opera Department, of which Samuel Chotzinoff is producer and Peter Herman Adler is music and artistic director.

Jean Morel, noted French conductor, has been engaged to conduct the work, which will be slightly abridged to fit the hour-and-a-half of program time. The title roles will be sung by tenor Davis Cunningham and soprano Virginia Haskins. The other artists will be Carlton Gauld, baritone, as Golaud; Lee Cass, bass, as the old King Arkel; Mary Davenport, mezzo-soprano, as Queen Genevieve; Bill McIver, boy soprano, as Little Yniold, and Francis Monachino, baritone, as the doctor.

The production has been designed by William Molyneux and the costumes by John Boxer. John Block is staging the work, which will be directed for television by Kirk Browning.

(more)

2 - Opera

Composition of "Pelleas and Melisande" occupied Debussy for 10 years, from 1892 to 1902, when it was given its premiere performance in Paris at the Opera-Comique with Mary Garden creating the role of Melisande. The opera is based on Maurice Maeterlinck's mystical play of the same title.

The story in brief: Golaud, grandson of the aged king of Allemonde, while hunting discovers a maiden lost in the forest. She refuses to say anything about herself, but Golaud, a widower, persuades her to marry him and return to Allemonde. In the castle the girl, Melisande, meets Golaud's younger half-brother Pelleas and they fall in love. They try to avoid each other, but circumstances bring them together. Golaud is jealous and forces his young son Yniold to spy on them. Pelleas plans to go away but, as the lovers are bidding each other farewell in the garden, Golaud comes upon them and kills Pelleas. The last scene is in Melisande's chamber, where she is dying after birth of her child. Her husband begs forgiveness, which she gives at the final moment.

When this opera was performed in 1902, Debussy planned to write two other operas, based on Poe's "The Devil's Belfry" and Shakespeare's "As You Like It." Neither of these, however, ever come to fruition. In 1890 he had started another opera "Rodrigue et Chimene" but never finished it.

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NBC-New York, 3/30/54

Composition of "Julius and Antiphonus" occupies Lennox for
10 years, from 1892 to 1902, when it was given its premiere performance
at Zurich at the opera-house with Mary Cookin starring as Julia
and Pellegrino. The opera is based on Beaulieu Bertelsmann's original
play of the same title.

The story is brief: Antonio, Crusoian of the egg farm of
Allemonde, while hunting discovers a sailor lost in the forest. The
pirates by say assuming about herself, but Octave, a fisherman, pre-
vailed her to carry rum and rubber to Allemonde. To the service the
sailor, Antiphonus, enter Octave's primary half-brother Julius and they
fall in love. They try to avoid each other, but circumstances bring
them together. Octave is jealous and forces his young son Antonio to
spy on them. Julius plans to go away but, as he leaves, Antonio blows
the whole thing to the Crusoian. Octave turns upon them and kills
Julius. The last scene is in Antonio's cottage, where she is dying
after watch of her child. Her husband says farewell, which she
gives at the final moment.

When this opera was performed in 1903, Lennox planned to
write two other operas, based on Ibsen's "The Devil's Gulley" and Shaw's
adaptation "In The Blue Ice." Neither of them, however, ever came to
fruition. In 1906 he was drawn another opera "Heritage at Crusoe"
but never finished it.

Mac-Nee Wyck, 1/20/40

'AMERICAN INVENTORY' OFFERS DRAMA-DOCUMENTARY ON EDUCATIONAL POTENTIAL OF TV, ON SEASON FINALE

The educational potential of television will be treated in drama-documentary style on the season's final telecast of AMERICAN INVENTORY Sunday, April 4 (2 p.m., EST), on NBC-TV.

In a consideration of some of the areas where TV is virtually tailor-made for adult education and of some of the problems involved in getting across ideas through the video medium, the program will reprise scenes from several of its recent productions. There will be "live" repeats of scenes from "Linnaeus," an excursion into the field of botany, with Kathi Norris as narrator; "The Country Editor," a portrait of an outstanding citizen in the American community, and "Those Extra Years," an examination of some of the problems of old age.

Sigmund Spaeth, the nationally-known "tune detective" who has taken part in several of the most popular "Inventory" telecasts during the past season, will point up TV's role in the area of music.

Frank Blair will be emcee. William Hodapp produces "American Inventory," which is presented under a grant from the Alfred P. Sloan Foundation. Robert Wald is associate producer.

"American Inventory" will return to NBC-TV in the Fall.

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NBC-New York, 3/30/54

'MORNING INVENTORY' OFFERS DAILY-LANGUAGE BY EDUCATIONAL FACULTY OF CKLN SEVEN FINALS

The educational possibilities of television will be explored on Friday-Saturday-Sunday, April 3-5 in the Ryerson's final showing of Lecture Inventory Series, April 3-5 in Jones Hall, on RSU-WT.

In a modification of some of the lecture series on in-school TV, Lecture-Made-Lite audio-conversation has a case of the "walking dead" involved in getting actual lecture through the studio system. The students will receive their lectures in the normal manner. Then will be "live" repeats of those from "Lumsden," an exploration into the field of writing, with Keith Jones in narration; "The Jungle Station," a portrait of an underground station in the Northern Jungle, and "Those Guys Jones," an examination of some of the problems of old age.

Dynamic speech, one multimedia-lecture "Dual Monologue" and the Seven part in terms of the most popular "Inventory" lectures during the year session, will count in CKLN. All is left out of the Frank Slade will be there. Filling among Professor "Morning Inventory," which is presented weekly - every from the Lecture Room Formulation. Memory Week is Monday's programme.

"Morning Inventory" will return to CKLN in the fall.

CREDITS FOR 'INHERITANCE' ON NBC RADIO

NOTE TO EDITORS:	The following credits are for your convenience in reviewing the premiere of "Inheritance."
PROGRAM:	INHERITANCE
NETWORK:	NBC Radio
TIME:	Sundays, 10-10:30 p.m., EST
PREMIERE:	Sunday, April 4
PRODUCED IN COOPERATION WITH:	The American Legion
FORMAT:	Historical drama
DESCRIPTION:	A 13-week program series designed to build deeper public understanding of the American heritage and character which underlie the nation's freedom. Each broadcast will dramatize a turning point in American history, a great decision along the road to freedom. An official of the American Legion will speak briefly at the close of each of the dramas.
FIRST BROADCAST:	"When Washington Refused a Crown," a dramatic episode in which Washington put an end for all time to the scheming which would have destroyed the country's republican form of government by establishing a monarchy with Washington as king. (Script by George Lefferts). Richard J. Connell, national commander of the American Legion, will speak briefly.
PRODUCER-DIRECTOR:	Albert McCleery
WRITERS:	Various
MUSICAL DIRECTOR:	Robert Armbruster conducting NBC Orchestra.
POINT OF ORIGIN:	Hollywood

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NBC-New York, 3/30/54

OK

JAMES H. NELSON APPOINTED STAFF ASSISTANT TO NBC PRESIDENT SYLVESTER L. WEAVER, JR.

James H. Nelson, former manager of advertising and promotion for the NBC Radio Network, has been appointed a staff assistant to Sylvester L. Weaver, Jr., President of NBC, Mr. Weaver announced today. Nelson will handle matters as assigned by the President.

Nelson joined NBC in 1942 as a promotion writer for the Spot Sales Department and has had wide experience in advertising and audience and sales promotion. He was named assistant director of advertising and promotion in 1945, and two years later was appointed director of advertising and promotion for the network.

He is married, has three children, and lives in Rumson, N.J.

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STATIONS IN ALBANY, GA., AND CHEYENNE, WYO., JOIN NBC-TV

Station WALB-TV in Albany, Ga., and station KFBC-TV in Cheyenne, Wyo., are the latest stations to join the NBC-TV network, Harry Bannister, Vice President in charge of Station Relations, announced today.

Owned by the Herald Publishing Company, WALB-TV is scheduled to go on the air about April, operating on Channel 10. The station will offer non-interconnected service to a market area including a population of 280,000 and 71,000 families.

Station KFBC-TV is owned by Frontier Broadcasting Company and offers non-interconnected network service to a market area of 99,000 population and 29,300 families. KFBC-TV operates on Channel 5.

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NBC-New York, 3/30/54

NBC TRADE NEWS

March 31, 1954

THREE PLAN OF NBC RADIO GETS LONGEST TERM ORDER TO DATE--
A RENEWAL FOR FULL YEAR BY CARTER PRODUCTS, INC.

The longest term order since inception of the Three Plan on the NBC Radio Network has been placed by Carter Products, Inc., with renewal of their participation for 52 weeks starting April 5, 1954.

The renewal, indicative of the success of the plan, was signed through the Ted Bates & Company agency for three participations a week, one each on Mondays on SECOND CHANCE (11:45 a.m.-12 noon, EST), Wednesdays on FIBBER McGEE AND MOLLY (10-10:15 p.m., EST) and Fridays on IT PAYS TO BE MARRIED (5:45-6 p.m., EST).

The Three Plan gives the advertiser the advantage of "big time" programming, extremely low cost per thousand and a maximum cumulative audience through a staggered schedule for the client's message.

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NBC PROGRAM PREMIERE

DANE CLARK TO STAR AS PRIVATE DETECTIVE IN NEW MYSTERY SERIES, 'CRIME AND PETER CHAMBERS,' ON NBC RADIO

"Crime and Peter Chambers," a new series, will bring a thrilling dramatic mystery to NBC Radio listeners each Tuesday, starting April 6 (9:35-10 p.m., EST), with Dane Clark starring as a hard-hitting private detective in the title role.

The series is based on the character of "Peter Chambers" created by Henry Kane, who will write the show's scripts. Kane has written eight "Peter Chambers" novels that have sold more than 2,500,000 copies.

The author describes Peter Chambers as a "fast-thinking, hard-hitting private detective who cooperates fully with the police." The premiere story finds Chambers, himself, accused of murder -- a charge he successfully refutes.

Dane Clark has been a top movie star for more than a decade. His current hit movie is "Go, Man, Go."

Fred Weihe will direct the show.

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NBC-New York, 3/31/54

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

'MISS NBC OF 1954' TO BE PICKED AT ANNUAL SPRING BALL OF NETWORK'S NEW YORK STAFF ON APRIL 2

Milton Berle and Martha Raye will lead off the array of top talent that will entertain NBC's New York employees at the staff's annual Spring dance in the Grand Ballroom of the Waldorf-Astoria on Friday, April 2.

Close to 1,500 tickets already have been sold for the affair, which already is assured of being the biggest event of its kind in NBC's history.

One of the highlights of the dance will be the crowning of "New York's Miss NBC of 1954." The "Miss NBC" contest will reach a climax this week when NBC employees will vote for their choice from among the five lovely finalists chosen earlier by a panel of judges.

The entertainment roster will include singers Judy Johnson, Charlie Applewhite and the Skylarks, and the Bob Hamilton dance trio. Ed Herlihy will preside at the "Miss NBC" crowning.

The preliminary judging panel for the "Miss NBC" contest consisted of John Robert Powers, illustrators Russell Patterson and Arthur William Brown, Arlene Francis, Ben Grauer, Herb Sheldon. and NBC personnel director B. Lowell Jacobsen.

The five girls the judges selected as finalists are Mary High and Joan Lind of Guest Relations; Harriet Egan, executive secretary; Sandy Boley of Planning and Research, and Barbara Klopp of WNBT. First prize includes an all-expense paid trip for two to Miami and a complete wardrobe, as well as TV and radio appearances. Thus far the five finalists have been seen on both Herb Sheldon's and Morey Amsterdam's WNBT programs.

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NBC-New York, 3/31/54

NBC-TV NETWORK WILL OPERATE ON E.D.T.

APRIL 25 TO SEPTEMBER 25, INCLUSIVE

Comes April, comes good Spring weather, new jokes about the Dodgers, hopeful talk about Summer replacements.

Comes April, comes also -- in many sections of the country -- that bonus hour of daytime provided by Daylight Saving Time.

And in connection with the latter, comes today an announcement that the NBC-TV network will operate on Daylight Saving Time (DST), effective Sunday, April 25, continuing through Saturday, Sept. 25. Which means:

1 -- Program schedules of all NBC-TV stations in Daylight Saving Time areas will remain unchanged.

2 -- All non-interconnected stations will retain their program schedules on the same local clock hour basis as before Daylight Saving Time.

3 -- Most programs carried on a "live" or kinescope basis on interconnected stations in Standard Time areas (Mountain Time Zone stations excepted) will be seen one hour earlier.

4 -- All interconnected stations in the Mountain Time Zone will schedule network programs on a clock hour basis, through quick kinescope, except for sports and special events programs which will be carried live.

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NBC-New York, 3/31/54